OKANAGAN - SIMILKAMEEN

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The responsibility for the report as written, and all conclusions reached herein, is the Consultants alone, and does not necessarily reflect the opinions of those who assisted during the course of this investigaton and the Federal and Provincial Governments which funded the study.

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TABLE OF CONTENTS

Page

1.0 OKANAGAN-SIMILKAMEEN REGIONAL TOURISM PLAN 1

1.1 Introduction 1
1.2 Regional Setting 1
1.3 Current Tourism Development 5
1.4 Study Approach 6

2.0 OKANAGAN-SIMILKAMEEN REGION TOURISM RESOURCES 10

2.1 Approach to Tourism Resources Assessment 10
2.2 Natural Tourism Resources 12

2.2.1 Introduction 12
2.2.2 Geographical Description of Major Land Form Units 13
2.2.3 Climatic Characteristics 15
2.2.4 Vegetation 17
2.2.5 Wildlife Resources 22
2.2.6 Sport Fishing 26
2.2.7 Resource Analysis Summary 28

2.3 Physical Tourism Resources (Infrastructure) 30

2.3.1 Introduction 30
2.3.2 Special Commercial Recreation Developments 31
2.3.3 Recreational Lands and Facilities 32
2.3.4 Accommodation 40
2.3.5 Transportation Modes and Corridors 45
2.3.6 Tourist Service Centres 49

2.4 Human Resources 53

2.4.1 Introduction 53
2.4.2 Demography 53
2.4.3 Economic Activity 55
2.4.4 Events and Attractions 57

TABLE OF CONTENTS CONTINUED

Page

2.5 Heritage Resources 62

- 2.5.1 Native Indian Theme 63
- 2.5.2 Exploration/Fur Trade Theme 63
- 2.5.3 Gold Rush Theme 64
- 2.5.4 Pioneer Settlement/Resource Development Theme 65

2.6 Summary and Assessment of Tourism Resources 67

3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS 76

3.1 Introduction 76

3.2 Tourism Markets 76

- 3.2.1 Existing Markets 76
- 3.2.2 Market Opportunities 77

3.3 Market Forecast 77

3.4 Visitor Profiles 80

- 3.4.1 Traveller Characteristics 80
- 3.4.2 Trip Characteristics 80

3.5 Development Implications 85

- 3.5.1 General Marketing 85
- 3.5.2 Accommodation Requirements 85

4.0 ROLE OF TOURISM, ISSUES AND CONCERNS, AND LOCAL OBJECTIVES 88

4.1 Introduction 88

4.2 General Attitude Towards Tourism 88

4.3 Perceived Tourism Strengths and Opportunities 89

- 4.3.1 Perceived Tourism Strengths 89
- 4.3.2 Perceived Tourism Opportunities 90

TABLE OF CONTENTS CONTINUED

Page

4.4 Issues and Concerns Regarding Tourism Development 91

4.4.1 Seasonal Aspects 92

4.5 Perceived Weakness as a Tourism Area 92

4.6 Tourism Linkages 93

4.7 Locally Defined Tourism Objectives 93

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY 95

5.1 Introduction 95

5.2 Framework for the Preparation of Tourism Development Strategies 97

5.3 Provincial Tourism Development Strategy 98

5.4 Regional Tourism Development Strategy 101

6.0 REGIONAL TOURISM DEVELOPMENT PLAN 107

6.1 Introduction 107

6.2 Guidelines and Principles 107

6.3 Tourism/Recreation Planning Hierarchy 113

6.4 General Description of the Plan 116

6.4.1 Princeton Local Tourism Centre 118

6.4.2 Cathedral/Ashnola Outdoor Recreation Area 120

6.4.3 Osoyoos Regional Tourism Destination Area 122

6.4.4 Penticton Regional Tourism Destination Area 128

6.4.5 Kelowna Regional Tourism Destination Area 136

6.4.6 Vernon Regional Tourism Destination Area 139

6.4.7 Shuswap Highland Outdoor Recreation Area 143

6.4.8 Travel Corridors 144

6.5 Summary of Key Development Proposals 147

APPENDICES

		Page
1.	Technical Terms and Definitions	A1
2.	The International River Classification	A10
3.	Tourism Events and Attractions	A12
4.	Evaluation Matrix - Criteria for Ranking	A39
5.	Regional and Local Policy Statements Related to Tourism	A40

LIST OF DRAWINGS

Drawing		Following Page
1.	Regional Setting	4
2.	Landscape/Planning Units	28
3.	Accommodation	41
4.	Provincial Strategy and Regional Application	99
5.	Development Plan	116

LIST OF FIGURES

Figure		Following Page
1.	Landscape Inventory Matrix	28
2.	Evaluation Matrix	68
3.	Tourism Resource/Market Opportunity Matrix	76
4.	Regional Development Strategy	102

LIST OF TABLES

Table Page

1. Summer Tourism Season for Selected Centres 16
2. Winter Tourism Season for Selected Centres 16
3. 1980 National and Provincial Park Inventory: Okanagan-Similkameen Tourism Region 35
4. Tourist Accommodation by Types, Okanagan-Similkameen Tourist Region 1979 41
5. Tourist Accommodation by Area, Okanagan-Similkameen Tourist Region 1979 42
6. Tourism Service Centres: Okanagan-Similkameen Tourism Region 1980 51
7. Demographic Characteristics: Okanagan-Similkameen Tourism Region 54
8. Employment: Okanagan-Similkameen Region 56
9. Summary Evaluation of Highest Ranked Landscape/ Planning Units by Key Tourism Resources 69
10. Summary of Specialty Market Development Opportunities: Okanagan-Similkameen Tourism Region 78
11. Market Forecast: Okanagan-Similkameen Tourism Region - Person Nights (000) 79
12. Traveller Characteristics: Okanagan-Similkameen Tourism Region 81
13. Trip Characteristics: Okanagan-Similkameen Tourism Region 82
14. Hierarchy of Development 114

1.0 OKANAGAN-SIMILKAMEEN REGIONAL TOURISM PLAN

1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, regional tourism plans for a total of nine regions, of which the Okanagan-Similkameen Tourism Region is one, have been prepared under the terms of the Canada-British Columbia Tourism Industry Development Subsidiary Agreement. The purpose of this document is to examine and assess tourism opportunities in the south of the Province, which includes the North and South Okanagan and Similkameen/Ashnola areas and to outline development opportunities that could be undertaken through the Federal-Provincial Agreement as well as other government agencies and the private sector. In the preparation of this document, it is recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental implications, and the needs of the travelling public. This Okanagan-Similkameen Tourism Development Plan is part of that process and has been prepared in accordance with the Province of British Columbia Tourism Development Strategy.1)

1.2 Regional Setting

The Okanagan-Similkameen Tourism Region, an area of approximately 30,000 square kilometres in size,2) is located in the southern part of the mainland of British Columbia. The area is defined by the Canada-United States border (Washington), on the southwestern boundary of the Okanagan Resource Management Region, the north and most of the eastern extreme of the North Okanagan Regional District, and the eastern boundary of the former Thompson-Okanagan Resource Management Region with minor adjustments made to accommodate the Big White and Mount Baldy ski areas. The area is essentially similar to the combination of the three regional districts: North Okanagan, Central Okanagan, and Okanagan-Similkameen, with small variations in sparsely populated mountain areas. The boundaries of the tourism region were determined as a result of the preparation of a British Columbia Tourism Strategy in 1979 and amended following forums held in the Region.

With just over 3% of the province's area, approximately 166,000 persons or 6.7% of the total provincial population (1976 Census) are found within the study area. Kelowna with a 1976 population of 51,955 is the major tourist service centre and a regional gateway. Penticton, at 21,426 persons is the major destination centre, convention centre, the second largest service centre and also a regional gateway. Vernon, to the north, is the third key service centre, having a population of 20,121. The closest major markets are the urban centres of the Lower Mainland (1,277,000) including Greater Vancouver, Seattle, (1,427,000) and Greater Spokane (176,000). Both Greater Vancouver and Seattle are international tourist destination areas and all three provide major gateways for a larger market to the Okanagan-Similkameen Tourism Region, including visitors from Japan. To the north of the Region is Kamloops which provides a local market especially for the North Okanagan. The mountainous terrain and small population centres to the east and south combine to provide limited additional local markets.

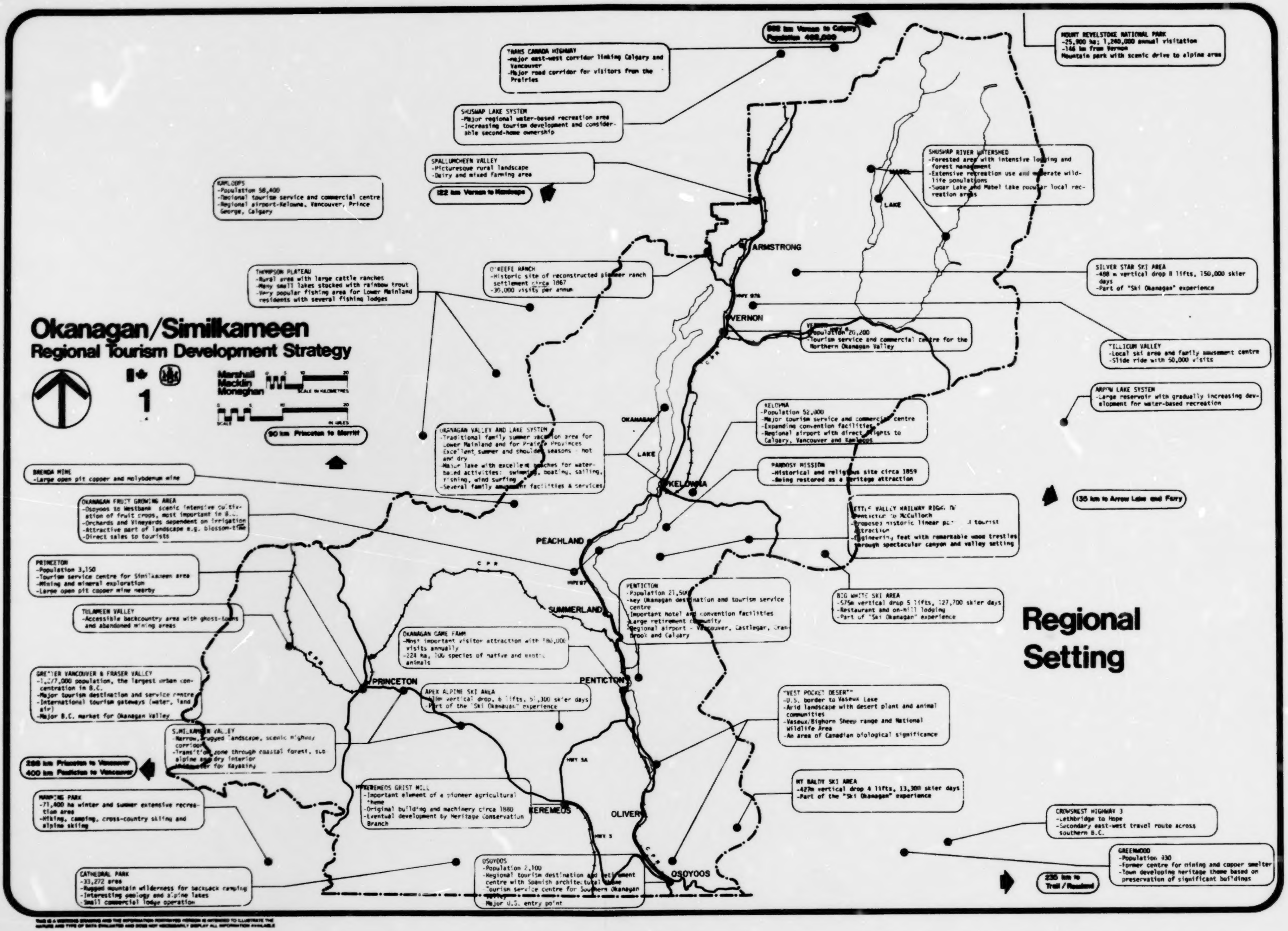
In the Okanagan-Similkameen Tourism Region the dominant feature is the long narrow Okanagan Lake Basin bordered east and west by highlands and rolling upland plateaus generally at the 1220 m to 1520 m levels. In the arid Valley extensive irrigation is necessary, while small lakes and forested hillsides are common in the uplands. The Spallumcheen Valley to the north is a verdant pastoral land where dairying is common, while true desert can be found close to the United States border in the south. The alpine settings in Cathedral Park in the southwest portion of the Region, primarily in the Cascade Mountains, are in stark contrast to the more gentle terrain prevalent throughout most of the Region. Very hot summer weather is usual, especially in the Okanagan Basin and the "dry Similkameen". The major modes of access are by air and road. Both Kelowna and Penticton are linked by flight directly with Vancouver while Kelowna also has direct flights over to Calgary. There are no international flights to the Okanagan. The Trans-Canada Highway, Highways 97 and 1 bypass the Region from the north although the highway provides, via Highway 97, the northern entry point to the Region for travellers from the prairies. From Vancouver, major road access is by way of Highway 3, the Crowsnest highway starting at Hope. This secondary route cuts across the lower part of the Region and connects Princeton with Osoyoos. The United States border crossing via Highway 97 from the south is also at Osoyoos. Within the Region, road travel is focussed primarily on Highway 97 which connects Osoyoos with Kamloops to the north. There are several secondary routes such as Highway 6 east of Vernon, Highway 33 to the Kettle Valley and the local road network west of Summerland, but these are peripheral to main travel patterns. Generally the valley route is intensely used, being the unifying line in the Region. There is no rail passenger service, nor lake steamers, although parts of the Kettle Valley Railway Line still exist.

The key economic activities in the Region are tourism followed by agriculture in the form of orchards, vineyards, dairying and ranching. Forestry and mining are also important in some parts of the Region, especially around Princeton. Over in the plateau both Penticton and Osoyoos are heavily reliant on tourism, with summer populations increasing by two to three times from normal resident population. Penticton, in particular, has built extensively on former tourism, as well as convention trade. These communities, primarily because of climate, are also known as retirement centres, as is the Okanagan in general. From Armstrong north, tourism plays a minor role, but it has been growing in Vernon and Kelowna, especially because of winter recreation opportunities at Silver Star and Big White ski areas. Traditionally, the southern third of the Region, with its water and warm climate, has been the big tourism area. Little tourism activity has occurred to the west along Highway 3, although the back-country around Princeton has its appeal.

From Drawing 1, Regional Setting, the influences on the Region's tourism potential of adjacent areas can be assessed. Currently, this Region rates third of the nine tourism regions in terms of visitors. The southern part of the Region draws mainly on Lower Mainland residents and Washington State markets, especially from Seattle and Spokane, while the northern third of the Region is closely tied in with Kamloops and the Shuswap tourism area. Some international travel is also possible, using Vancouver as a gateway, as has already been mentioned. Because of the geography of the Region, the Trans-Canada Highway bypasses the Region, although it serves as a prairie conduit. The Crowsnest route to the south brings few east to west travellers, although by way of Hope, it is the main Vancouver vacation route. The proposed Coquihalla Highway, just north of Hope, will reduce travel times to Kamloops from Vancouver; however, the effect on the Okanagan is uncertain as many travellers choose the Okanagan as a destination. There are few major nearby tourist attractions outside the Region; Mt. Revelstoke National Park to the north is possibly the best known and most used with 1,240,000 visitors in 1979. To the northwest is the Thompson Plateau ranching area where tourism is only moderately developed. To the north is the Shuswap Lake area where extensive summer water related tourism occurs along with second-home recreation property development. Because access to the east is poor, there is little developed tourism although the natural, historical and cultural resources of the Kootenay Boundary area are good. The closest attractions are the Arrow Lakes system

Okanagan/Similkameen
Regional Tourism Development Strategy

Regional Setting



TRANS CANADA HIGHWAY
-major east-west corridor linking Calgary and Vancouver
-Major road corridor for visitors from the Prairies

SHUSWAP LAKE SYSTEM
-Major regional water-based recreation area
-Increasing tourism development and considerable second-home ownership

SPALLUMCHEEN VALLEY
-Picturesque rural landscape
-Dairy and mixed farming area

MOUNT REVELSTOKE NATIONAL PARK
-25,900 ha; 1,240,000 annual visitation
-146 km from Vernon
Mountain park with scenic drive to alpine area

SHUSWAP RIVER WATERSHED
-Forested area with intensive logging and forest management
-Extensive recreation use and moderate wildlife populations
-Sugar Lake and Mabel Lake popular local recreation areas

KAMLOOPS
-Population 58,400
-Regional tourism service and commercial centre
-Regional airport-Kelowna, Vancouver, Prince George, Calgary

THOMPSON PLATEAU
-Rural area with large cattle ranches
-Many small lakes stocked with rainbow trout
-Very popular fishing area for Lower Mainland residents with several fishing lodges

O'KEEFE RANCH
-Historic site of reconstructed pioneer ranch settlement circa 1867
-30,000 visits per annum

SILVER STAR SKI AREA
-488 m vertical drop 8 lifts, 150,000 skier days
-Part of "Ski Okanagan" experience

VERNON
-Population 20,200
-Tourism service and commercial centre for the Northern Okanagan Valley

TILLICUM VALLEY
-Local ski area and family amusement centre
-Slide ride with 50,000 visits

ARROW LAKE SYSTEM
-Large reservoir with gradually increasing development for water-based recreation

KELOWNA
-Population 52,000
-Major tourism service and commercial centre
-Expanding convention facilities
-Regional airport with direct flights to Calgary, Vancouver and Kamloops

OKANAGAN VALLEY AND LAKE SYSTEM
-Traditional family summer vacation area for Lower Mainland and for Prairie Provinces
Excellent summer and shoulder seasons - hot and dry
-Major lake with excellent beaches for water-based activities: swimming, boating, sailing, fishing, wind surfing
-Several family amusement facilities & services

PANDOSY MISSION
-Historical and religious site circa 1859
-Being restored as a heritage attraction

BRENDA MINE
-Large open pit copper and molybdenum mine

OKANAGAN FRUIT GROWING AREA
-Osoyoos to Westbank scenic intensive cultivation of fruit crops, most important in B.C.
-Orchards and Vineyards dependent on irrigation
-Attractive part of landscape e.g. blossom-time
-Direct sales to tourists

KETTLE VALLEY RAILWAY RIGHT OF WAY
-Penticton to McCulloch
-Proposed historic linear park and tourist attraction
-Engineering feat with remarkable wood trestles through spectacular canyon and valley setting

PRINCETON
-Population 3,150
-Tourism service centre for Similkameen area
-Mining and mineral exploration
-Large open pit copper mine nearby

PENTICTON
-Population 21,500
-Key Okanagan destination and tourism service centre
-Important hotel and convention facilities
-Large retirement community
-Regional airport - Vancouver, Castlegar, Cranbrook and Calgary

BIG WHITE SKI AREA
-575m vertical drop 5 lifts, 127,700 skier days
-Restaurant and on-hill lodging
-Part of "Ski Okanagan" experience

TULAMEEN VALLEY
-Accessible backcountry area with ghost-towns and abandoned mining areas

OKANAGAN GAME FARM
-Most important visitor attraction with 180,000 visits annually
-224 ha, 100 species of native and exotic animals

GREATER VANCOUVER & FRASER VALLEY
-1,2[illegible]7,000 population, the largest urban concentration in B.C.
-Major tourism destination and service centre
-International tourism gateways (water, land air)
-Major B.C. market for Okanagan Valley

APEX ALPINE SKI AREA
-[illegible]10m vertical drop, 6 lifts, 51,300 skier days
-Part of the "Ski Okanagan" experience

"VEST POCKET DESERT"
-U.S. border to Vaseux Lake
-Arid landscape with desert plant and animal communities
-Vaseux/Bighorn Sheep range and National Wildlife Area
-An area of Canadian biological significance

SIMILKAMEEN VALLEY
-Narrow, rugged landscape, scenic highway corridor
-Transition zone through coastal forest, sub alpine and dry interior
-Whitewater for Kayaking

MANNING PARK
-71,400 ha winter and summer extensive recreation area
-Hiking, camping, cross-country skiing and alpine skiing

KEREMEOS GRIST MILL
-Important element of a pioneer agricultural theme
-Original building and machinery circa 1880
-Eventual development by Heritage Conservation Branch

MT BALDY SKI AREA
-427m vertical drop 4 lifts, 13,300 skier days
-Part of the "Ski Okanagan" experience

CROWSNEST HIGHWAY 3
-Lethbridge to Hope
-Secondary east-west travel route across southern B.C.

GREENWOOD
-Population 330
-Former centre for mining and copper smelter
-Town developing heritage theme based on preservation of significant buildings

CATHEDRAL PARK
-33,272 area
-Rugged mountain wilderness for backpack camping
-Interesting geology and alpine lakes
-Small commercial lodge operation

OSOYOOS
-Population 2,100
-Regional tourism destination and retirement centre with Spanish architectural theme
-Tourism service centre for Southern Okanagan Valley
-Major U.S. entry point

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

and small historical settlements such as Greenwood. That part of northern Washington State just south of the Region does not contain any outstanding tourism resources.

Within the Region, the climate, the Okanagan Lake system, the Okanagan game farm and the alpine ski areas are the major draws. With the exceptions of the lakes whose visitation is difficult to quantify, and climate, there are few major tourism attractions. None of the existing attractions yet exceeds 200,000 visitors annually and extending the tourism season is a major local concern; the ski operations have helped considerably but shoulder season attractions are still few.

1.3 Current Tourism Development Okanagan-Similkameen

The Okanagan Valley is now one of B.C.'s most popular tourist destinations. Thousands of visitors, attracted by the climate, beaches and fruit orchards arrive annually and tourism has become an important economic base for the Region. The tourism industry in the Region began with the completion of the Hope-Princeton Highway in 1949 which opened the area to Lower Mainland residents. With the opening of the Rogers Pass in 1962, large numbers of tourists from Alberta began to use the Okanagan Valley as a vacation destination.

The economy of the North Okanagan Valley is diversified, with tourism ranking third after forestry and agriculture. The town of Vernon is the area's tourist service centre, lying equidistant from the Lower Mainland, Calgary and Spokane, Washington. The area has two peak seasons, summer when the attractions are primarily the lakes with associated activities and the winter skiing season.

In the South Okanagan Valley, tourism is the second most important economic activity and the existing physical facilities are strained to capacity. It is estimated that tourist visitation increased by 20%

between 1978 and 1979. Kelowna, the Region's main tourist centre has grown rapidly throughout the 1970's (42%) and there is evidence that Kelowna's market potential has not been reached. Package tours originating in Europe and Japan are successful in bringing international visitors to Kelowna and the South Okanagan Valley. Penticton is the major tourist destination centre and is primarily dependent on tourism, although there is some agriculture, forestry and manufacturing. The town also has a convention industry and an important resident retirement community (20% of the population).

In the Vaseaux/Osoyoos Plateau, the town of Osoyoos is reputed to have the highest ratio of summertime tourists to population (2.9 to 1). Fruit farming and tourism are the economic mainstays with the beaches and waterways of Okanagan Falls/Oliver area attracting the majority of tourists.

The residents of the area now feel that there is considerable potential for extending the range of tourism activities and development.

1.4 Study Approach

Development of the Regional Tourism Plan for the Okanagan-Similkameen Tourism Region was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy, 1979. The work has been carried out under the Canada-British Columbia Travel Industry Development Subsidiary Agreement (TIDSA) (October 1978) and the guidance of an Inter-Governmental Management Committee.

The regional plan recognizes the need for joint resource planning to enhance tourism development and has been prepared in the context of planning done by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans, and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups or chambers of commerce were invited to present their ideas on the future of tourism within the Region. This process added further insight into opportunities and the social capability of the area to sustain more tourism activities.

In terms of methodology, the study relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels as well as new data developed through special studies carried out under TIDSA. These data sources have been augmented by field visits, map and aerial photo interpretation as well as interviews and contacts with private and public agencies involved in tourism. However, no original user surveys or biophysical data collection was carried out for this study, although the most recent visitor data3) and results4) of local consultation were also considered. Official regional plans and selected fiscal community plans have been assessed, especially for policy aspects. Further, the contents of the federal-provincial Okanagan Basin Implementation Agreement Studies have also been utilized.

An inventory and analysis was undertaken of the natural, physical, human and historical resources of the area to determine existing and potential opportunities for development. Visitor profiles were developed for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historical resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and availability of local and regional development opportunities in specific destination areas and along major transportation corridors.

The final chapter in the report outlines the proposed conceptual plan for the Okanagan-Similkameen Region and its relationship to the Provincial Strategy and the development plan with specific proposals identified to meet market requirements and resource opportunities. In the development of the regional plan, a heirarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis.

FOOTNOTES:

1. Province of British Columbia Tourism Development Strategy, October 1979. This regional tourism plan was prepared by Marshall Macklin Monaghan Limited, Stevenson & Kellogg and L.J. D'Amore and Associates, 1979.

2. Based on the addition of the following regional districts: North Okanagan minus part of Electoral areas L and E, Central Okanagan and Okanagan-Similkameen minus part of Electoral area E. Source: Statistics Relating to Regional and Municipal Governments in British Columbia June 1979, Ministry of Municipal Affairs.

3. Visitor Survey 1979, prepared by B.C. Research for the Ministry of Tourism.

4. Area meetings were held in Penticton, Kelowna and Vernon representing 74 organizations; 36 written submissions were also received and special interviews were conducted in Penticton.

2.0 OKANAGAN-SIMILKAMEEN REGION TOURISM RESOURCES

2.1 Approach to Tourism Resource Assessment

This chapter is concerned with describing and evaluating the natural, physical, human and historical/cultural resources of the Okanagan-Similkameen Tourism Region. In preparing a tourism plan it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made whether to protect or further develop the various resources according to their carrying capacity (social as well as biophysical), the market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the Region while highlighting the major existing and potential tourism/ recreational resources and features. After introducing the methodology used in the resource analysis, the chapter then continues with a description and evaluation of the significant natural, human, historical/cultural resources and the tourism infrastructure and concludes with a summary and assessment of the existing and potential tourism opportunities within the Region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape unit basis. For the purposes of this tourism plan, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources. Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services and recreational facilities. The lifestyles, crafts, popular events, sports and customs of the people of the province make up the human resources. Historical resources are those structures built and activities or events that took place in the past of historical or archaeological significance. These were the four major categories in the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1. Identification of landscape/planning units within the Region based on physiography, landscape character, water features and visual unity;

2. Inventory and analysis of all major tourism resources (natural, physical, human and historical);

3. Written descriptions or graphic presentation of all resources, features and attractions of value to tourism;

4. Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational development use.

In order to undertake an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into a geographical description of the major landform units, climate and vegetation and the physical resources category was divided into recreational lands and facilities, transportation, and accommodation. These divisions are discussed under each category and are included in an evaluation matrix at the end of the chapter. This matrix lists vertically the tourism and recreation attractions and horizontally the landscape/planning units. This evaluation technique enables a summary and comparison of the relative abundance and an identification of the quality of various aspects of the natural, physical, human and historical resources within the landscape units, each of which occupies a distinct part of the Region.

2.2 Natural Tourism Resources

2.2.1 Introduction

The natural resources of the Region are the essential elements and the basic planning considerations that define the type, location and scale of most tourism developments and activities. In this chapter, various components of the natural resource base, which includes physiographic landforms, water features, climate, vegetation, fish and wildlife, will be discussed in broad terms. Throughout the discussion the importance of these facets to tourism and recreation development will be highlighted.

The Region was divided into 10 landscape/planning units that have been devised to reflect landscape character, water features, visual unity and tourism development potential. Much of the discussion and analysis of the various resources of importance to tourism will be carried out on the basis of these units. The section concludes with a Landscape Inventory Matrix which graphically summarizes the natural resource assets present in the Region. The names of the landscape/planning units occur along the horizontal axis of the Matrix. Various characteristics and features of importance to tourism/recreation planning are listed on the vertical axis. The presence of each characteristic, feature or condition is then indicated as a major, secondary or minor occurance within each landscape/planning unit. Those units with a large number and variety of features can then be easily discerned by the number of symbols in the vertical column.

2.2.2 Geographical Description of Major Landform Units

The Okanagan/Similkameen Tourism Region contains part of three major physiographic landforms. Most of the Region is part of the Southern Interior Plateau and Highlands. The subdivisions of this landform unit within the Region include the southern part of the Thompson Plateau (which contains four landscape/planning units), the Okanagan Highlands (1 unit) and the southern part of the Shuswap Highland (2 units). The northeastern corner of the Region is part of the Monashee Mountains of the Columbia Mountains physiographic landform. The third major landform is the Cascade Mountains in the southwestern corner of the Region (two landscape/ planning units).

The Thompson Plateau, represented by the West Okanagan Plateau planning unit is a gently rolling upland of low relief with a low to moderate degree of dissection, lying largely between 1,220 m and 1,525 m (4,000 to 5,000 feet). There are several rounded prominences of more resistant rock that rise above the general level, e.g., Mount Brent, 2,203 m (8,227 feet), Apex Mountain, 2,247 m (7,372 feet) and Tahaetkun Mountain 2,039 m (6,688 feet). The topography was further subdued by the depositing of a thick mantle of drift by the Pleistocene ice sheet which also left behind numerous drumlin-like forms. It does present quite interesting scenery with rolling hills interspersed with many small lakes and streams and due to the presence of arid landscape features including canyon-like ravines and alluvial fans.

Most of the recreational and tourism focus of the Region is concentrated on the Okanagan Valley - a former glacial melt-water channel. The floor of the valley is occupied by Okanagan Lake, the fifth largest natural lake in the province at 352 km^2. It is long and narrow (110 km by two to four km wide) with numerous beach areas and warm surface water temperatures which has enabled the surrounding backshores to be developed as one of the provinces favourite summer vacation spots. The valley walls provide a unique physical and visual setting for the lake. The white silt banks, prominent features of the two Okanagan Valley units are remnant silt beds deposited in extensive glacial lakes at the end of the glacial period.

The Shuswap Highland and Okanagan Highland landscape/planning units are part of a transitional landform between the Interior Plateau on the west and the Columbia Mountains to the east. It is an elevated region, generally over 1,520 m (5,000 feet). Dissection by streams is well advanced and the larger river valley walls are steep due to glacial erosion. Most ridges and summits are rounded with gentle slopes. Glaciation softened and reduced upland relief while steepening the main river valleys thus total relief may be substantial in places (e.g., 1,663 m between Mabel Lake and Park Mountain) although local relief in the uplands is moderate. The Shuswap River provides a good natural river canoe route extending 145 km from Sugar Lake through Mabel Lake to Mara Lake.

The north-easternmost unit is part of the Monashee Mountains composed of rugged topography with high glaciated peaks, e.g., Tsius Mountain, 2,491 m, Mount Fosthall, 2,690 m and Cranberry Mountain, 2,885 m.

The southwestern portion of the Region contains part of the Cascade Mountains. The summits of the peaks and ridges attain an approximate uniform summit elevation which seems to indicate the ranges were formed by mature dissection of a high plateau surface rather than mountain building.

The peaks are high and serrate and show the effects of intense alpine glaciation although no glaciers remain in the Region. Below the 1830 m to 2134 m (6,000 to 7,000 feet) elevation the ridges are rounded and the mountains dome shaped as they were over-ridden by the Cordilleran ice sheet. The valleys were heavily glaciated leaving truncated spurs, hanging valleys, tarns and bare rock surfaces which provides rugged and interesting scenery. Cathedral Park contains classic examples of these alpine glaciation features. The highest peaks are Snass Mountain 2310 m, Tulameen Mountain 2286 m and Mt. Dewdney 2,245 m in the Okanagan Range. These two units gradually merge to the north and east with the surface of the West Okanagan Plateau. They are popular areas for extensive outdoor recreation, made accessible by logging roads. The Similkameen River is excellent for kayaking and white water canoeing along the 100 km length from Princeton to the U.S. border. Geologically, the area around Princeton is a good area for mineralization with several producing copper mines and active exploration programs.

2.2.3 Climatic Characteristics (See Tables 1 and 2)

The Region is dominated by the Southern Interior Continental climatic zones with the controlling factor being the Region's position in the rainshadow created by the Southern Coast Mountains. The resultant climate is warmer and drier than is normal for the latitude.

The Okanagan Valley units, the Princeton area and the lower Similkameen River valley south of Hedley are part of the Dry Interior Belt and are characterized by cool, dry winters and hot, dry summers. The North Okanagan Valley receives 30 to 40 cm of precipitation each year with a mean temperature in January of -5° to -10°C and in July 20°C to 22°C. The valleys of the Vaseaux/ Osoyoos Plateau and the South Okanagan Valley receive less than 30 cm of precipitation with a January mean temperature of 0° to -5°C and July mean temperature of 20° to 22°C with the southernmost valleys over 22°C.

The Okanagan Plateau and Highland landscape units have a similar regime except temperatures are slightly lower and precipitation is somewhat higher. January mean temperature of -5° to -10°C, July

TABLE 1

SUMMER TOURISM SEASON FOR SELECTED CENTRES

Centre	Summer Begins	High Summer Begins	High Summer Ends	Summer Ends	Season Duration	
					Summer	High Summer
Armstrong	April 10	May 3	Sept. 25	Oct. 11	185	146
Vernon	April 10	May 2	Sept. 25	Oct. 10	184	147
Okanagan Centre	April 10	May 5	Sept. 27	Oct. 12	186	146
Penticton	April 5	May 2	Oct. 1	Oct. 15	194	153
Oliver	March 24	Apr. 25	Oct. 3	Oct. 17	208	162
Princeton	April 11	May 15	Sept. 30	Oct. 15	188	139
	(daily average temperature first exceeds 18°C)	(daily average maximum temp. continuously above 18°C)		(daily average max. temp. falls below 18°C for last time)		

TABLE 2

WINTER TOURISM SEASON FOR SELECTED CENTRES

Centre	Winter Begins	Deep Winter Begins	Deep Winter Ends	Winter Ends	Season Duration	
					Winter	Deep Winter
Armstrong	Nov. 2	Dec. 3	March 7	March 25	144	95
Vernon	Nov. 2	Dec. 4	Feb. 23	March 24	143	82
Okanagan Centre	Nov. 12	Dec. 11	Feb. 3	March 12	121	55
Penticton	Nov. 12	Dec. 11	Feb. 3	March 12	121	55
Oliver	Nov. 9	Dec. 6	Feb. 13	March 12	124	70
Princeton	Oct. 28	Nov. 15	Mar. 7	March 27	151	131
	(daily average temperature first falls below 0°C)	(daily average of mean temp. continuously below 0°C)		(daily average temperature falls below 0°C for last time)		

means of 18° to 20°C and annual precipitation of 40 to 75 cm. The highest areas e.g., Apex Mountain, Silver Star Mountain receive considerable winter snowfalls thus enabling them to support ski development. The Okanagan Valley and the adjacent highlands thus have an excellent climatic regime well suited to vigorous land and water-based recreational activities - a sunny, hot, dry summer and a crisp, largely snow-free winter with mean air temperatures below freezing for only seven to ten weeks at low elevations and a slightly cooler regime with good winter snowfalls at higher elevations. Unfortunately, rainfall is notoriously erratic and in recent summers (e.g., 1967, 1971, and 1979) prolonged drought has led to serious forest and brush fire situations in the Region which can seriously constrain back country tourism activities.

The eastern edge and the southwest and northeast corners of the Region, because of their higher elevations, have temperature and rainfall conditions that are closer to the norm for this latitude. The winters are colder (-5° to -18°C - January mean) the summers are somewhat cooler (14° to 18°C - July mean) and with increased precipitation (50 to 100 cm), much of it falling in the winter as snow. The warm weather season is sufficiently warm and long to attract considerable outdoor recreational use of an extensive and intensive nature while winter conditions are well suited to snow-based activities. The tables illustrate season lengths important for tourism and recreation activities in several representative centres throughout the Region.

2.2.4 Vegetation

The vegetation patterns of the Okanagan-Similkameen Tourism Region present a striking contrast to those of the coast and lower Fraser valley. This is perhaps part of the reason that the Okanagan is a favourite summer vacation area for residents of the Lower Mainland.

As explained earlier, the Region contains some of the driest areas in the province and the vegetation reflects these arid conditions. Forest growth is inhibited throughout the Okanagan Valley, the dominant vegetation association being the Ponderosa Pine - Bunchgrass Zone (PPBG) which consists of a mosaic of bunchgrass prairie and scattered parkland forests of ponderosa pine. Elevation range varies with aspect but generally runs between 270 to 750 m. Present day vegetation patterns are influenced greatly by fire, cattle grazing and agricultural activities.

The high frequency of fire in the driest part of the PPBG zone helps to maintain grassland vegetation which includes bluebunch wheat grass, needle and threadgrass, sand dropseed and rough fescue. This provides good forage for livestock with cattle ranching being a dominant land use in the plateau areas and contributing significantly to their character. Over-grazing in many areas has caused a change to less productive and less palatable plant species and sagebrush, along with common rabbit brush and low pussytoes, are a common sight.

The upper valley slopes of the highlands and plateau areas are occupied by the ponderosa pine parkland, a discontinuous belt of open forests and open grasslands. Douglas-fir are also present in significant numbers. Alluvial communities along streamsides and flood plains throughout the zone are characterized by black cottonwood and various species of willow.

The PPBG zone has undergone considerable change in natural conditions due to livestock overgrazing, suppression of natural fires, irrigation for forage crops and for fruit growing. The peach, cherry and apple orchards and vineyards of the Okanagan are well known throughout the country and provide a visually interesting cultural landscape.

The next association typically found in the vertical sequence of zones common to the dry interior valleys is the Interior Douglas-fir zone (IDF) lying between 500 and 1350 m. Both open and closed forests characterize the zone according to elevation difference, although grazing activity and fire history have tended to determine the composition and pattern of present day vegetation. Ponderosa pine, a post-fire species, and Douglas-fir, a climax species, form open forests at low elevations with blue bunch wheat grass as one of the most important range species in the steppe-like understory vegetation. Many species characteristic of the lower elevation grassland and arid shrub communities occur in these visually appealing open forests, e.g., needle-and-thread grass, sand dropseed and rough fescue. In general, it is felt that grassland communities are favoured by fire and shrub communities by intensive livestock grazing, which is a major land use in the Region. Trail riding is the activity best suited to the IDF zone and it is frequently used as a transition zone to higher elevations by both trail riders and hikers. As an important ungulate wintering habitat, it is also a good area for wildlife viewing or hunting.

At higher elevations, the ponderosa pine and Douglas-fir forests become more closed due to increased precipitation with pine grass as the dominant understory species. Western larch, western red cedar, white spruce, Engelmann spruce and lodgepole pine are other species frequently found in the zone. These areas of the IDF zone are being logged and require consideration and protection of important ungulate wintering areas and fisheries habitats during logging operations.

The high elevations of the Plateau and Highland units and of the Monashee, Hozameen and Similkameen/Okanagan landscape/planning Ranges units over 1525 m (5,000 feet) and up to 2250 m are occupied by the Englemann Spruce-Subalpine Fir zone (ESSF). The climate is colder, slightly more humid and with a greater annual temperature range than at lower elevations.

Engelmann spruce and subalpine fir (also known as alpine fir) are the characteristic climax trees throughout the zone and are able to withstand the relatively severe winters. Lodgepole pine is common over large areas especially after disturbances such as forest fires. There are elevational gradients in forest cover with closed forest stands at lower elevations and with the tree density changing to parkland clumps at higher elevations. There is considerable logging carried on at lower elevations but with good forest management practices, serious conflicts with tourism/recreational use (which is largely of an extensive nature) can be avoided. Understory species vary according to soil moisture regimes, the moist areas supporting mountain elder, oak fern, sitka valerian and false hellebore with the drier less productive areas occupied by bearberry (Kinnickinnick), pine grass and snowy aster.

Also occurring in the northwest of the Region is the Interior Western Hemlock zone (IWH) in the Shuswap Highland and the Monashee Ranges landscape/planning units. This is a dense and productive forest, subject to logging pressures. Thus fish and wildlife and tourism scenic values must be considered during forest management activities.

The highest elevations within the Region, in the Monashee unit, the Hozameen Range and Similkameen/Okanagan Range units (over 2250 m) support alpine tundra associations. Most alpine vegetation species show specific adaptations for typically harsh conditions as a short growing season, abrasion from wind-blown snow particles and the dessicating effects of winds. Thus distribution of trees is limited to straggling prostrate forms in sheltered areas while other typical vegetation associations include dwarf forms of alpine and Arctic willows, cushion or mat-like forms of growth (moss, campion, mountain avens); alpine meadows with a short colourful growing season supporting attractive wildflowers, e.g. Indian paintbrush, lupines, sitka valerian, anemones and arnicas; alpine heath communities composed of mountain heathers, alpine azalea and crowberry. Under extreme conditions only lichens and a few mosses can survive.

The profusion of blooming wildflowers in the brief alpine summer often attracts numerous naturalists/photographers/hikers to this zone with Cathedral Park a popular area. However, all plant communities are extremely susceptible to any kind of disturbance and have a very low recreational carrying capacity. Due to the brevity and harshness of the growing season recovery rates are very slow, thus popular and accessible areas of the Alpine zone must be closely managed to prevent over use.

In the extreme south of the Region in the valley of the Vaseux/Osoyoos Plateau landscape unit is the driest and hottest area in the province. This permits the existence of desert plant and animal communities more common to the Great Basin areas in the U.S. and that are extremely rare in Canada. Species such as prickly pear cactus, bitterroot and antelope brush (greasewood) are common and this arid landscape also attracts many naturalists, photographers and sightseers.

There is a great deal of vegetative diversity in the Region, generally being forested in the highlands and mountains in the southwest and northeast, changing to parkland and grassland in the lower elevations in the centre and south of the Region. A considerable amount of backcountry recreational use occurs; however, the majority of recreational/tourism use is focussed on the water-based attractions of the Region's lakes. The semi-arid landscape character of most of the Region acts as an appealing scenic background for most visitors.

As an indication of the variety and interesting nature of the Region's vegetation, there are 11 Ecological Reserves totalling, 3,466.8 hectares established by the Ministry of Environment that protect unique or representative ecosystems such as semi-arid plant communities, bog-orchid associations and grassland/forest transitional associations.

2.2.5 Wildlife Resources

The wildlife populations of the Region have been considerably reduced in the past fifty years due to the continual expansion of human activities. In the upper Shuswap River watershed, logging has been the major resource use while in the Spallumcheen Valley and the Okanagan Valley, urban growth and intensive agriculture (dairying, fruit growing) have caused the major changes. In the grassy highlands and plateau areas, cattle grazing has been the main user of the forage resource.

Mule deer are the most numerous large mammal and they are found throughout the parklands and forests of the Region. They are not readily observed except on the backcountry roads. During moderate or hard winters they can be observed in the winter ranges in the creek valleys near Summerland, the Shuswap River Valley, east of Enderby. During winters with little snow, as has occurred for the past several years, they remain dispersed. White-tailed deer are also found in the northeastern landscape/planning units as well as small populations of moose. This is a productive area for wildlife as the regeneration after forestry operations provides excellent food, though inadequate cover often limits utilization by wildlife. There is a small herd of caribou in the high elevations of the Monashee Ranges.

In the southwest of the Region, there are small mountain goat herds in the Similkameen/Okanagan Range unit which can occasionally be seen from the highway between Hedley and Keremeos. Elk are found around the Princeton area and in the middle and higher elevations of the South Okanagan Valley unit from Penticton to Okanagan Mountain Park. Populations have been building in recent years, however, they are rarely seen except by backcountry travellers.

One of the most interesting animals that can be observed in the Region are the California bighorn sheep. A herd of about 400 animals occupies the ranges on the east side of Vaseux Lake and they can be easily observed in their wintering areas (Christmas time to beginning of March) in the Vaseux/Bighorn Natural Wildlife Area administered by the Canadian Wildlife Service. A smaller herd occupies the ranges around the Ashnola River adjacent to Cathedral Park. However, the ruggedness of the terrain constrains viewing opportunities.

Large carnivores are few in number and generally found in the unsettled areas of the plateaus and highlands. The black bear is found throughout the Region in a variety of habitats while the grizzly is found occasionally in the remote areas of the Okanagan Highland, Shuswap Highland and Monashee Ranges landscape/planning units. Bobcats are present in most forested areas and the lynx frequents the north of the Region although they are rarely seen. Cougar are present in moderate numbers in a variety of habitats spread throughout the Region, each with a hunting range of 100 to 250 square miles.

There are a number of hunting guide-outfitters operating in the Region and the most prized animals for non-resident hunters are the cougar and the bighorn sheep. Resident hunters also prize bighorn sheep, however numbers are controlled by limited entry hunts (names are drawn). Most resident hunting is for deer, with about half the hunter population comprised of regional residents and a third by Lower Mainland residents. No information is available on the economic value of hunter activity although expenditures per guided hunter in the Region are about $1,000.

Until 1980 the Region was part of the much larger Thompson Okanagan Resource Management Region and statistics are available only for the larger area. Thus it is difficult to determine the proportion of hunter activity which takes place in the tourism Region.

The Okanagan Resource Management Region was established in 1980, which will make this task easier in the future.

The Region has some notable avian wildlife as well. Breeding populations of waterfowl are small and generally limited to the few shallow water areas of the lakes and meandering sections of rivers. These same areas are also very important as resting areas (and some wintering as well) for the migrating flocks consisting of virtually every species of migratory waterfowl in Western Canada, e.g. mallards, pintail, snow geese, coots, loons, grebes, goldeneye, etc. Notable areas include Swan Lake near Vernon, the Okanagan River ox-bows south of Oliver and Vaseux Lake which is part of a federal wildlife sanctuary established in 1923 to protect a wintering flock of rare trumpeter swans. Now only a few swans and other waterfowl winter there but it is significant as a nesting and rearing area for Canada geese.

Upland game birds are abundant and relatively widespread in the parkland and forest transition areas e.g., blue, ruffed and sharp-tailed grouse, chukar partridge and quail. Passerine birds include the western tanager, nuthatches, warblers, kingbird, meadow lark, jays and the calliope and black-chinned hummingbirds.

Numerous raptorial birds, virtually every one found in western Canada, can be observed gliding in the hot air updrafts generated during the many hot, sunny days. Notable are the vultures, bald and golden eagles. Bald eagles are most easily observed in winter when they prey on the wintering coot population along the lake shores.

The area from Penticton south to the United States border along the Okanagan River Valley is an exceptional birding area in western Canada with many unusual birds, and some that are rare in the country. May and June are the times when birdwatchers "flock" to favourite spots such as at Inkaneep Park, White Lake, Vaseux Lake, Haynes Point Park and Anarchist Mountain to see Canadian rarities like canyon and rock wrens, white-throated swift, Lewis' woodpecker,* lazuli bunting, chat, Bullock's oriole, lark sparrows, calliope hummingbird and Williamson's sapsucker.

Also in the Vaseux/Osoyoos Plateau landscape/planning unit is the so-called "vest pocket desert" the northernmost extension of the great basin semi-arid areas of the United States. The dry, hot climate (less than 20 cm rainfall per year) has enabled the existence of plant and animal communities found nowhere else in Canada e.g., plants - prickly pear cactus, antelope bush, rabbitbrush, bitterroot; mammals - white-tailed jackrabbit*, badger*, yellow bellied marmot; birds - sage thrasher*, Brewer's sparrow, long-billed curlew*, prairie falcon*; snakes/reptiles - alligator lizard, horned toad, western blue racer, rubber boa, pacific rattlesnake. This area attracts many naturalists, photographers and hikers.

In summary, the wildlife populations of the Region are generally not very remarkable nor are they readily visible to visitors. The notable exception occurs in the Vaseux/Osoyoos Plateau landscape unit which has an outstanding array of rare and unusual wildlife and vegetation associations.

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* Denotes a threatened or endangered species.

2.2.6 Sport Fishing

The Region is part of the most important freshwater sport fishery in the province when considering the numbers of licensed anglers and angler days spent in the large and small lakes. An estimated 12% to 15%[1)]of the province's angling takes place in this relatively small area totalling 470,000 to 587,000 angler days and generating expenditures of over $15 million.2) In 1978 there were 12 fishing camps and approximately 30 resorts, lodges or campgrounds whose business and income is largely dependent on angling services. They generated an income of about $3,675,000, over 3/4 of which was from non-resident tourists.3) The value generated by the many tourists for whom fishing is only a secondary part of their experience has not been calculated but it is likely quite substantial. Thus it can be seen that sport fishery resource is a very important component of tourism in the Okanagan-Similkameen Tourism Region.

Most of the lakes of the Region (little river or stream fishing occurs) are dependent on the Fish and Wildlife Branch intensive management programs for the sport fish populations. The approximately 200 small headwaters lakes and the six mainstream lakes of the Okanagan Valley (Wood, Kalamalka, Okanagan, Skaha, Vaseux and Osoyoos Lakes) have both indigenous and hatchery populations of rainbow trout and kokanee as the most sought after sport fish. Also introduced into several of the Region's small lakes is the brook trout. These three species are produced at the Summerland Fish Hatchery and distributed throughout this and adjacent regions. The lakes in general are moderately productive and can support large fish populations, however, the reproductive capacity (spawning facilities) is extremely limited in relation to the demands placed on the sport fish. This situation has been greatly aggravated by competition for small lake and stream water supplies for agricultural (especially) and domestic uses. (In the Okanagan system there are only three streams - Mission, Equesis, Power Creeks - that are managed for fisheries reproductive purposes as well as for irrigation). Hence the need for intensive management. Other sport fish available in the Region include bass; smallmouth in Osoyoos Lake, largemouth in Vaseux, Osoyoos, Shannon Lakes; yellow perch, pumkinseed and black crappie in the lower Okanagan River; mountain whitefish in swift mountain streams; and burbot in larger lakes, especially in winter. These warm water species are much less popular than rainbow trout and kokanee, however, they are important because they do provide some angling opportunities of a different type, they utilize waters which do not support cold water species and they do not require intensive management.

The smaller headwater lakes are the most heavily fished and many of the more popular ones (Sawmill-Madden-Ripley chain, Idleback, Agur, Darke, Deer, Ford, Kilpoola, etc.) are reaching their stocking capacity. (If too many are put in a lake, they grow very slowly and only small fish are caught.) The heavy pressures are a result of the two types of experiences provided in the Region; in the smaller lakes, fishing is the main activity while in the larger lakes, fishing is part of a package of activities and thus they are not as heavily fished (even though the fish are larger). Management efforts are now beginning to focus on the larger lakes (as well as continuing the small lakes program) by enhancing natural spawning and by stocking rainbow trout and kokanee.

The Region presently provides a quality fishing experience (2 fish per day average or one fish every two hours of angling with a usual fishing day of 4 hours) and a considerable range of experiences as well from family motorboat fishing on large or small lakes to fly fishing on smaller and less accessible lakes. In order to keep pace with the seemingly continual increase in sport fish pressures4) and to maintain fishing as a popular tourist activity, additional funding will be required to increase management activities and to establish new hatchery facilities as the Summerland Hatchery has reached its capacity.

Other features of the sport fishery that would be of interest to visitors in a passive sense are the provincial fish hatchery at Summerland which has displays and conducted tours, the viewing of a run of 20,000 sockeye salmon at McIntyre Bluff south of Oliver, a chinook run at Shuswap Falls east of Lumby and kokanee spawning runs in the major creeks off Okanagan Lake, all in September.

2.2.7 Resource Analysis Summary

As discussed in the preceding sections and as portrayed in the Landscape Inventory Matrix (Figure 1), the Region has a considerable variety of natural attractions and capabilities for summer water-based activities that are popular with regional residents as well as attracting large numbers of visitors from the Lower Mainland and the Prairie Provinces. The South Okanagan Valley landscape/planning unit, because of the considerable resident population, the excellent warm weather season, the presence of the expansive waters of the lake with its beach areas, warm surface water and popular sport fishing, has a particularly high degree of development of tourism amenities. Care must be taken that levels of urban, industrial and tourism growth do not adversely affect the water quality, the scenic landscapes or inhibit public shoreline access which is the basis for the tourism industry.

The relatively gentle terrain of the Okanagan Valley has permitted human settlement and the establishment of a good road access system. Thus the entire length of the Valley is easily road accessible which has also enabled a considerable degree of tourism development in the North Okanagan Valley and the Vaseux/Osoyoos Plateau units as well.

With the exception of the four major ski areas and the scattered fishing camps in the West Okanagan Plateau and the Okanagan Highland landscape/planning units, the remainder of the Region still has a low degree of tourism development. Existing uses take

Okanagan/Similkameen
Regional Tourism Development Strategy

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Marshall
Macklin
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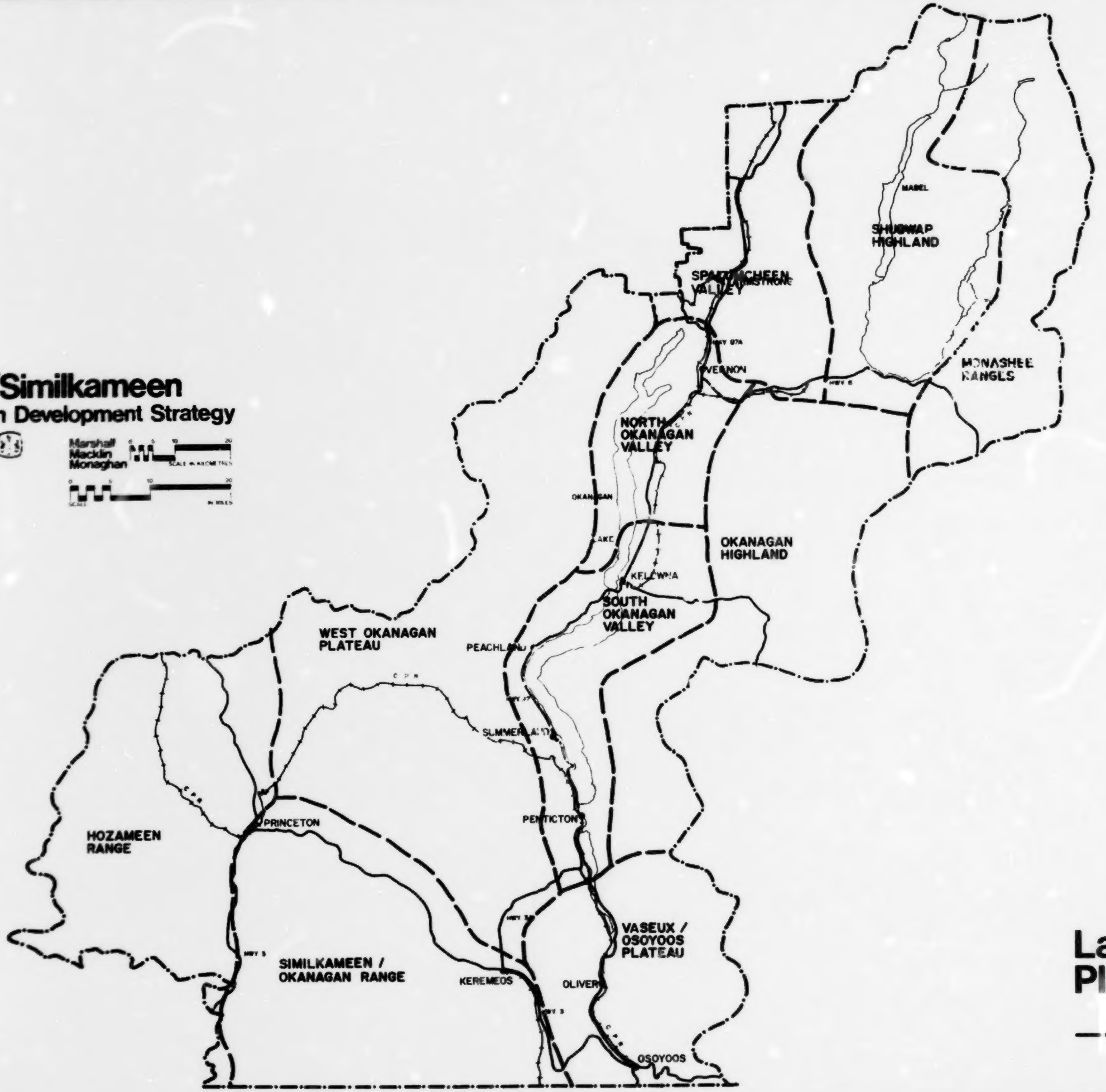
0 5 10 20 SCALE IN KILOMETRES

0 5 10 20 SCALE IN MILES



Landscape / Planning Units

— — Landscape / Planning Unit Boundary

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

Okanagan/Similkameen

Regional Tourism Development Strategy

Landscape Inventory Matrix

Figure 1

● Predominant Condition ○ Secondary Condition X Minor Occurrence

		PHYSIOGRAPHIC REGION	Canadian Cordillera									
		PHYSIOGRAPHIC DIVISION	Interior System									
		LANDFORM UNIT	Southern Interior Plateau and Highlands							Columbia Mountains	Cascade Mountains	
		LANDSCAPE/PLANNING UNIT	West Okanagan Plateau	North Okanagan Valley	South Okanagan Valley	Okanagan Highland	Vaseux/Osoyoos Plateau	Spallumcheen Valley	Shuswap Highland	Monashee Ranges	Hozameen Range	Similkameen/Okanagan Range
Landform		Lowland										
		Basin										
		Plain										
		Level Plateau	●				●					
		Dissected Plateau	○				○					
		Rounded Upland		○	○	●		○	●			
		Rugged Upland				○		X	X	●	●	●
		U-shaped Valleys		●	●		○	○	○			
		V-shaped Valleys	X							○	○	○
	Mountains	2,120 m to 3,030 m	X			X			X		X	
		over 3,030 m										
	Special Landscape Features	Volcanic										X
		Folding/Faulting								X	○	○
		Alpine Glaciation								●	●	●
		Continental Glaciation	○	●	○	X		○	○			
		Karst										
		Arid Landscape	○	●	○		●				X	
		Fluvial	X	X	X	X		○			X	○
		Coastal										
Climate		Marine West Coast - mild wet winters, warm summers										
		Mediterranean - mild, wet winters, hot dry summers										
	Southern Interior Continental	Cold winters, hot dry summers		●	●		●					
		Cold winters, warm dry summers	●			●		●			X	○
		Cold winters, warm humid summers							●			
	Humid Continental	Cold snowy winters, Cool Summers	X			X			○		●	●
		Cold winters, short Cool summers								●	●	●
		Northern Interior Continental - long cold winters, short cool summers										
		Northern Plains - long cold winters, short warm summers										
		Alpine - long cold snowy winters, short cool summers								X	X	X
Vegetation Associations		Coastal Western Hemlock										
		Coastal Douglas Fir										
		Interior Western Hemlock						○	●	○		
		Interior Douglas Fir	●			●		●	○		○	X
		Ponderosa Pine - Bunchgrass	○	●	●	○	●				X	○
		Cariboo Aspen - Lodgepole Pine										
		Sub-Boreal White & Black Spruce										
		Spruce - Willow - Birch										
		Englemann Spruce - Sub-alpine Fir	○			○			○	●	●	●
		Mountain Hemlock										
		Wetlands										
		Alpine Tundra								X		X
		Special / Unique Vegetation Associations			X		●		X		X	X
Water Features		Fiord Coast										
	Recreational Lakes	Warm summer water temperatures	X	●	●	X	●	○	●			
		Cold summer water temperatures										
		Beach Areas		●	●		●		●			
	Hydro Reservoirs	Suitable for recreation	X						○			
		Unsuitable for recreation										
		White Water						○				●
		Significant Recreational Rivers					X		●			●
		Waterfalls / Cascades					X				X	X
		Hot Springs										
Fish and Wildlife Resources	Wildlife	Important Grizzly Bear Populations							X	X		
		Important Cougar Populations	○			○		X	X	X	X	X
		Important Mountain Sheep Populations	○				●					●
		Important Mountain Goat Populations								X	X	X
		Important Moose Populations				X			X			
		Important Caribou Populations								X		
		Important Elk Populations				○					X	X
		Important Deer Populations	○	○	X	○	X	○	○	X	○	○
		Important Waterfowl Populations	X	X			○	○				
		Important Small Wildlife – Mammalian					X			X	X	X
		Important Small Wildlife – Avian		X	X		○					
		Endangered Species					○			X		
	Fish	Important Salmon Spawning Rivers		X	X		○	○	○			
		Important Coastal Sport Fishery										
		Important Inland Sport Fishery – Stream/River						○	X		X	X
		Important Inland Sport Fishery – Lakes	●	●	●	○	○	○	●			
Present Land Use	Forestry	Logging	○			X		○	○	○	●	○
		Wood Processing		●	○		X	●	○		○	
	Mining	Open Pit/Strip	●								●	
		Shaft										X
	Agriculture	Crop Cultivation		●				○				
		Orchards/Vineyards		●	●		○	○	X			X
		Livestock Grazing	●	○	○	○	○	X	X		X	○
	Urbanization	>5,000			○			○			●	
		5,000 to 20,000		●	○		●					
		<20,000		●	●			○				
		Provincial Parks	X	X	○		X	○	X	X	X	○
	Commercial Tourism/Recreation Developments	Land-based				X	X	●	X		○	○
		Water-based	X	●	●	X	●	○	○			
Land Use Conflicts with Tourism		Urban Growth		○	●		○					
		Forestry Activities						○	○	○	○	○
		Agriculture	X	X	X		○					
		Hydro Projects							X			
		Mining	X								X	○
Dominant Tourism/Recreation Features		Scenic Landscapes	○	○	○	○	●	○	●	●	●	●
		Special Landform/Geologic Features			X		●			X		●
	Climate	Warm Weather Season	●	●	●	○	●	●	●	●	●	●
		Cold Weather Season	●			○	○	●	○			X
	Water Based Resources	River					○	●	○			●
		Lake	●	●	●	○	●	○	●		X	
		Ocean										
	Land Based Resources	Resource Oriented	●	○	●	●	●	X	●	●	●	●
		Facility Oriented	X	●	●	○	○	●				
	Wildlife Resources	Consumptive	○			○		X	○	○	○	○
		Non-Consumptive					○					
		Fisheries Resources	●	●	●	●	○	○	●		X	X
		Cultural/Historic Resources		X	●		○	X			X	○
		Man-made Features/Resources (dams, mines, etc.)	○		○						X	X
		Accessibility (road)	○	●	●	○	●	●	○	X	○	○

advantage of extensive land-based (hiking, trail riding, rock hounding) and water-based (canoeing/kayaking, fishing) recreation in the rugged forested uplands and mountain ranges. The major constraints for further intensive development in these areas are limited access (which can be a positive factor for some people), ruggedness of much of the terrain and difficulties in maintaining water quality and quantity. The intensity of forestry activities (which because of rainfall limitations, is restricted to higher elevation plateaus and the highlands), and their pervasive visual and environmental disruptions is a problem in some areas as well.

Of the two landscape/planning units in the Okanagan Valley, the northern one has the greatest capacity for further intensive water-based development which can be supported by extensive land-based activities nearby. The development of shoulder season activities and continued promotion of the nearby alpine ski areas will contribute greatly to reducing the dependance on summer visitors and help to extend employment and income opportunities. The higher elevation plateau and highland units are best suited to smaller scale resort and fishing lodge use. The exceptions are the four existing major ski areas, and with expansion of skier capacity, base facilities and on-hill accommodation, they will likely continue to grow. These establishments may make use of the extensive land-based recreation opportunities in the surrounding area as they try to broaden their season of use.

In terms of wildlife, the big game population likely can be managed to sustain the existing level of resident hunting along with the current limited non-resident trophy hunting as long as protection of critical wildlife habitat and careful management of range and forest resources continues. Means should be provided for increased viewing opportunities of the Region's interesting avian populations and the unique desert plant and animal associations.

Fishing for rainbow trout and kokanee has long been popular with resident, Lower Mainland and some non-resident anglers. Because of the lack of natural spawning areas and the intensive fishing pressures, the popular sport fishery of the Region is almost totally dependent on intensive management activities. These programmes must be continued and even expanded if the fish stocks are to continue to provide the quality angling opportunities expected by the many tourists who fish the large and small lakes either as a primary or secondary activity.

Naturally, the scenic beauty of the dry interior landscapes and forested highlands will continue to provide an important backdrop to the many visitors who come to enjoy the sun and water or snow. The quality of the landscape and its various components - human use (especially agricultural), vegetation, wildlife, water features and landforms - are a crucial part of the visitors experience; thus greater consideration must be given to protecting visual amenities during resource extraction, second home/urban growth and tourism development activities.

2.3 Physical Tourism Resources (Infrastructure)

2.3.1 Introduction

Physical tourism resources are those structures, facilities and services developed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and to a large extent influence the character, quality and diversity of the visitor's experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which examined the existing infrastructure on both a regional and landscape/planning unit basis. Categories included recreational lands and facilities, special commercial recreation activities, accommodation characteristics, transportation nodes and corridors, and tourism service centres.

2.3.2 Special Commercial Recreation Developments

The uniqueness of the province as a major tourism destination area rests not only with its magnificent scenery and fish and wildlife resources, but also with its ability to support a wide range of activities. The Okanagan-Similkameen Tourism Region is rather well endowed in this respect for it contains particular landform features and water features in combination with climatic characteristics that can support numerous activities and resorts that have proven to be very popular with residents and tourists alike. Of the major types of special commercial recreation activities identified in the Provincial Tourism Strategy and subsequent TIDSA studies (alpine skiing, heli-skiing, river rafting, hot springs resorts and yacht chartering/ cruising) the Region has primarily one, namely alpine skiing. The main valley lakes do have considerable developed capability for pleasure boat cruising, however the experience is not really comparable to that found on the coast or in some other extensive inland lake systems e.g., Shuswap Lake.

2.3.2.1 Alpine Skiing

Alpine skiing is a very important tourism travel generator for international, domestic, provincial and regional market segments. The industry currently has a very high profile and has the capacity for considerable expansion in terms of market growth potential and appropriate terrain and weather characteristics. There are seven ski areas in the region - Big White, Apex Alpine, Silver Star, Last Mountain, Mount Baldy, Tillicum Valley, Snow Patch - that provide a range of skiing experiences from small, family-oriented operations with only surface lifts to vacation-oriented operations with on-mountain accommodation. The three ski areas heading the list have been identified5) as having sufficient size and quality (skier capacity, vertical drop, access, aerial lifts, full-time operation) to compete as regional destinations when they are marketed together as three major facilities in combination with the three neighbouring communities (Vernon, Kelowna and Penticton) that offer the critical elements of the off-mountain apres ski experience.

2.3.2.2 Major Tourism Destination Areas

Five Tourism destination areas were delineated in the Region in Phase I of the Provincial Tourism Strategy; Osoyoos, Penticton, Kelowna, Vernon and Okanagan Lake. Each of the main centres has the potential to develop as a multi-season, multi-market destination area and the latter three are already progressing to that status. Each of the centres on Okanagan Lake has long been a summer, family vacation area based on the attractions of consistently hot dry weather, beaches, boating, fishing and other water-based activities. As outlined in the previous section, there are three ski areas that can attract winter tourists. Efforts are required that will broaden the strong summer and growing winter season visitation peaks to increase shoulder season visitation. The development of land-based activities in the plateau and highland areas and of the wildlife and heritage aspects could contribute substantially to broadening the season and the range of experiences provided within the Region. Some of these concepts will be elaborated upon in Chapter 6.

2.3.3 Recreational Lands and Facilities

The Okanagan-Similkameen Tourism Region has a favourable climatic regime, a considerable variety of landscapes, water and shoreline features and rare biological communities all within a relatively small area. Most of the attractive and interesting areas are easily accessible by road and are fairly close to the main population centres while there are still some areas with difficult road access or that are accessible only by boat (Monashee Park) or float plane. This allows visitors to enjoy a variety of active and passive activities and experiences in populated or remote settings.

Much of the Region is comprised of private land and committed Crown Land (Grazing Licences, Tree Farm Licences) especially in the four main valley landscape/planning units between Enderby and Osoyoos. There are still large areas of provincial Crown Land and Provincial Forest with significant areas designated for recreational, fisheries and wildlife purposes. These federal, provincial and municipal lands are very important for day-use visitors and those on weekend or extended vacations from British Columbia as well as the non-resident markets arriving by air and road. There are also large areas of Crown Land with no designated recreational function that nonetheless have an important recreational role as they are used in an extensive and often unstructured manner for wildlife viewing, guided and non-guided hunting, fishing, hiking and cross-country skiing. The recreational lands and facilities discussed in this section are significant tourism attractions, as in the case of the provincial parks or boating facilities, or are of a quality that would attract tourists to the Region or that support significant tourism use (hiking trails, canoe routes). Municipal facilities were not considered because of the scope of the study, as they are largely provided for local residents' use.

2.3.3.1 Provincial Parks

There are several large provincial mountain parks and recreation areas that attract people interested in vigorous and challenging backcountry activities. There are also many more smaller intensive recreation oriented areas that are generally concentrated in the north and south Okanagan Valley landscape/planning units. The Region consisting of less than one quarter of the area of the Thompson-Okanagan Parks and Outdoor Recreation Management Region has a total of 29 parks and one recreation area (see Table 3). Together they encompass 61,596 hectares, only 1.4% of the total provincial park land, and range in size from two hectares to 33,272 hectares. There are 497 developed campsites in 13 of the parks (5.1% of the total provincial campsites), and wilderness camping opportunities are found in five: Cathedral Lakes, Darke Lake, Monashee, Okanagan Mountain, and Silver Star. The Region's parks offer 143 kilometres of hiking and cross-country skiing trails (6.4% of the provincial total), and 7,203 metres of developed beaches, 13.5% of the provincial total. This relatively high proportion of development in a small land base is a function of the user pressures generated by the popularity of this Region with Lower Mainland residents and other Canadian tourists.

As its nickname, "the Sunny Okanagan" implies, this Region is especially popular in the summer although winter use is also increasing. The volume of day-use in 1978 was 234,436 party days, 8.7% of the provincial total; in 1979 it was 258,093 party days, 7.5% of the provincial total. Park use for camping in 1978 was 53,094 party nights, 9.2% of the provincial total, and in 1979 it was 59,361, 9.1% of the provincial total. The increased totals for day-use and camping visitation are partly due to statistics being kept in two more parks in 1979 than in 1978. The slight declines in the percentage of provincial park use attributed to the Okanagan-Similkameen Tourism Region may be due to the fact that existing park facilities are being used to capacity, especially in the peak season; thus visitors were using parks in other regions of the province.

The parks receiving the greatest day-use were, in declining order: Sun-Oka Beach, Mara, Okanagan Lake (north and south sites), Kickininee, Ellison, and Haynes Point. Those campgrounds most heavily used were, in declining order: Okanagan Lake (north and south sites), Haynes Point, Ellison, and Mabel Lake. Camper origin was 67% from British Columbia, 28% from the rest of Canada and 5% from the United States. Non-resident use was higher in this Region compared to the provincial average of 28%. This is accounted for by the traditional popularity of this Region with visitors from the prairie provinces, by the well developed road corridors and related tourism infrastructure and by the many water-based activities provided by the parks.

TABLE 3

1980 NATIONAL AND PROVINCIAL PARK FACILITY INVENTORY

Park	Class	Area (Hectare)	# of Camp-Sites	Wilderness Camping	Day Use	Devel-oped Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Allison Lake	A	23	24	-	X	164	X	-
Antlers Beach	A	2	-	-	X	274	-	-
Apex Mountain	C	589	-	X	X	-	-	-
Bromley Rock	A	149	17	-	X	-	-	-
Cathedral	A	33,272	22	X	X	-	-	31
Christie Memorial	A	3	-	-	X	201	-	-
Darke Lake	A	1,470	-	X	-	-	-	-
Echo Lake	A	154	3	-	X	122	-	-
Ellison	A	200	54	-	X	219	-	1
Eneas Lakes	A	1,036	-	-	-	-	-	-
Haynes Point	A	5	36	-	X	1,737	X	-
Inkaneep	A	11	7	-	-	-	-	-
Kalamalka Lake	A	890	-	-	X	596	-	-
Kalamoir	C	18	-	-	-	-	-	-
Keremeos Columns	A	20	-	-	-	-	-	-
Kickininee	A	49	-	-	X	923	-	-
Mabel Lake	A	182	81	-	X	713	X	-
Mara	A	6	-	-	X	421	X	-
Monashee (part)	A	3,752	-	X	-	-	-	17
Nickel Plate	A	105	-	-	-	-	-	-
Okanagan Falls	A	2	20	-	-	-	-	-
Okanagan Lake	A	80	156	-	X	945	X	1
Okanagan Mountain	A	10,461	-	X	-	-	-	11
Otter Lake	A	73	45	-	X	101	X	73
Princeton	C	138	-	-	-	-	-	-
Silver Star	R.A	8,858	-	X	-	-	-	9
Stemwinder	A	4	23	-	-	-	-	-
Sun-Oka Beach	A	15	-	-	X	558	-	-
Sutherland Hills	C	23	-	-	-	-	-	-
Vaseux Lake	A	6	9	-	X	229	-	-
TOTAL		6,159	497			7,203		143

Aside from the popular intensive types of activities, parks are important for their landscape and scenic protection roles as well as for wildlife habitat preservation. They also provide numerous opportunities for extensive and physically challenging activities such as hiking, climbing, kayaking, canoeing and nature study, which are becoming increasingly popular with residents and tourists alike. Even though there are large areas of Crown Land where these activities can occur (unless they are pre-empted or degraded by resource extraction activities as occurs periodically), provincial parks are widely acknowledged as offering some of the best places to engage in active outdoor recreation activities.

The B.C. Forest Service also provides outdoor recreation opportunities of a dispersed nature although they differ from the Parks Branch in that they provide informal, rustic facilities. Their purpose is to provide forest recreation sites (camping, picnicking, boat/canoe launching areas) largely for use by regional residents although it is recognized that appreciable non-resident use occurs. Presently, most recreation sites are located in the more remote areas away from the main highways, e.g., near the Similkameen River in the Hozameen Range unit, in the West Okanagan Plateau, the Okanagan Highland and along the Shuswap River Valley in the Shuswap Highland landscape/planning unit.

2.3.3.2 Proposed Provincial Park System Expansion

The provincial park system in the Region, both land-based and water-based elements, will likely undergo a considerable expansion in facilities development which will be of value to regional resident and tourist use. The general directions arising from the development program6) can be summarized as follows:

The development of a water access/marine park system on Okanagan Lake by the development of facilities at Okanagan Mountain Park, Sun-Oka Park, Bear Creek Delta, Fintry, and other areas to be investigated; improve public access and use of Kalamalka Lake by developing day-use facilities; expand land-based opportunities by improving access to Keremeos Columns, boundary revision/expansion at Apex Mountain/Brent Mountain to permit summer and winter recreation, improving winter use facilities at Silver Star Recreation Area, investigation of suitable lands in Vaseux/Osoyoos unit for arid landscape representation and; general upgrading and expansion of park facilities e.g., Ellison and Mabel Lake Parks for camping, Haynes Point and Okanagan Mountain for trails.

The B.C. Forest Service, Recreation Division is expanding their efforts in the more remote, forested parts of the Region by means of a five-year program which began with an inventory of suitable and available sites and the collection and analysis of forest recreation demand data. This will provide the basis for strategic planning for the provision of additional camping/picnicking units and summer use/winter use trails. This will be particularly valuable for regional residents wishing to get away from the more crowded areas of the Okanagan Valley and easily accessible upland areas and for those visitors interested in backcountry recreation.

2.3.3.3 Camping

The provincial parks provide 497 campsites in thirteen different parks7) in the Region, situated largely in the South Okanagan Valley, and Vaseux/Osoyoos Plateau landscape/planning units. These are low density campgrounds with basic facilities such as a tent/trailer pad, fire grate, vault or pit privies and running water nearby.

The private sector provides a total of 5,628 campsites and trailer sites (almost half of the tourist accommodation units in the Region) in 97 separate establishments.8) The campgrounds range in size from 10 to 15 units in conjunction with cabins or a small motel, to very large grounds with 150 to 300 units. A full range of facilities is provided including electrical and water hook-ups and the larger establishments often have showers, laundry facilities and general stores. Boat launches and beaches are usually part of the operation or visitors can make use of nearby public (provincial park, highways or municipal) facilities. As shown in Drawing 3 in the Accommodation section most commercial campgrounds are located in the south and north Okanagan Valley, Spallumcheen Valley and Hozameen Range landscape/planning units, the areas with the greatest concentration of tourist visitation and on the main road corridors.

2.3.3.4 Recreational Boating

The many large and small lakes of the Region with scenic shorelines, good fishing and long warm weather season (May to mid-October) provides excellent small craft boating conditions. This has enabled the development of the major inland boating area of the province with a variety of facilities provided by the Parks Branch, municipalities and private operators. The Region has long been a popular boating destination areas with an estimated 10,200 boats (including 15% by tourists) using the waters in 1979, this use projected to grow by 12.7% to 11,500 boats by 1985.9)

There are 63 boat launch ramps in the main valley lakes with the municipalities providing 23 of these,10) and the Parks Branch providing ramps in Okanagan Lake and some of the smaller lakes in the Region. A substantial proportion of the launch ramps are operated by private industry either as a part of a marina complex or at resort and campsites. The forest service provides small boat launch/haul-out facilities in the more remote areas.

Presently, boat ownership is increasing in the province and there is a deficit of facilities in the Region, especially for permanent moorage, which is compounded by the peaking of demand in July and August. The Okanagan Lakes have a 93% occupancy of moorage facilities in 12 marinas - nine on Okanagan Lake and one each at Skaha, Wood and Kalamalka Lakes. Thus there is a need for additional facilities.

The Parks Branch has initiated a program that will create a water access "marine" park system for regional and tourist boaters utilizing Okanagan Mountain, Bear Creek Delta, Ellison Beach Parks and Okanagan Lake and a launch ramp on Kalamalka Lake. This should expand the range of opportunities and experiences that can be enjoyed on the lake system.

A study to formulate policies and programs related to recreational boating is being conducted by the province in order to ascertain how the public and private sectors can respond to the boaters needs. This will be particularly useful in the Okanagan as tourist and resident boating use may be approaching its capacity in terms of physical, environmental and social criteria. It may be appropriate to provide facilities for only modest increases in boating use on Okanagan Lake while more substantial efforts should be focussed on lesser developed lakes such as Kalamalka and Mabel.

2.3.3.5 Canoe Routes

There are only two major canoeing rivers in the Region although the many small remote lakes, especially the ones with difficult access, do offer notable canoeing experiences. The major lakes, Okanagan, Skaha, Osoyoos and Kalamalka, are also of interest to canoeists although Vaseux Lake is the most interesting in terms of the wildlife that can be seen in the National Wildlife area. The Similkameen River from Princeton to the United States border provides a variety of canoeing experiences varying from season to season and from place to place on the river. During spring runoff there are challenging stretches of white water interspersed with grade 1 and 2 water (see Appendix 2 for River Classification System). In the summer it is a grade 1 river with intermittent rapids. The 45 km of river upstream from Princeton is an extremely challenging kayak route with almost continual white water through staircase-like rapids.

The 105 km of the Shuswap River from Sugar Lake to Enderby including 30 km of Mabel Lake provides a scenic natural river route with a full variety of water varying from flatwater to grade 2 and 3 in the upper stretches and grades 1 and 2 in the lower stretches. The Skookumchuck rapids just west of Mabel Lake are suitable only for kayakers. The lower 32 km of the Shuswap River from Enderby to Mara Lake offers an easy meandering paddle through a pleasant agricultural area.

2.3.4 Accommodation

Tables 4 and 5 and drawing 3 show the amount of tourist accommodation available by type and area within the Region for 1979. A similar analysis for 1971 indicates that the number of tourist establishments has decreased by 3.5% between 1971 and 1979. Roofed accommodation establishments decreased by 4% while campgrounds increased by 10% during the same period. The largest per cent decrease in establishments occurred in the Okanagan Range Area (-35%) followed by the Hozameen Range (-21%) and North Okanagan Valley areas (-18.5%). There was a substantial actual increase in number of establishments in the Vaseux/Osoyoos Plateau area (from 50 to 63).

The total number of tourist accommodation units increased by nine per cent between 1971 and 1979. Roofed accommodation units increased by 20% while campsites increased by less than 10% during the same period. The greatest per cent increase in units occurred in the Okanagan Highland area (1,369%) followed by the West Okanagan Plateau (133%) and the Shuswap Highlands (127%) areas. The greatest actual increases in number of available units were in the Vaseux/Osoyoos Plateau (from 1,578 to 2,079), Okanagan

TABLE 4

TOURIST ACCOMMODATION BY TYPE: OKANAGAN-SIMILKAMEEN TOURISM REGION - 1979

	ESTABLISHMENTS			UNITS			
Type	Number	%	% Change 1971-1979	Number	%	% Change 1971-1979	Average Units Per Establishment
Hotel	24	8.0	14.3	1,385	11.9	35.7	58
Motel	156	52.0	- 1.9	3,313	28.6	20.3	21
Cottage	10	3.3	- 37.5	102	0.9	- 21.5	10
Resort	37	12.3	- 7.5	626	5.4	9.4	17
Lodge	1	0.3	- 50.0	13	0.1	- 31.6	13
H/F Camp	8	2.7	0	56	0.5	- 22.2	7
Sub-Total	236	78.7	- 4.1	5,495	47.4	20.3	23
Commercial Campground	96	32.0	10.3	5,622	48.5	- 3.3	58
Public Campground	11	3.7	10.0	473	4.0	86.2	43
Sub-Total	107	35.7	10.3	6,095	52.6	0.4	57
Miscellaneous*	1	0.3	0	1	-	- 96.6	-
TOTAL	300	-	- 3.5	11,591	100.0	8.7	39

* Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Accommodation and Campground Directory, Ministry of Tourism, 1979.

TABLE 5

ACCOMMODATION BY AREA: OKANAGAN/SIMILKAMEEN TOURISM REGION - 1979

	ESTABLISHMENTS			UNITS								
				Hotel, Motel Resort, Lodge		Cottages F&H/Camps		Campsites		Total		
	No.	%	% Change 1971-1979	No.	%	No.	%	No.	%	No.	%	% Change 1971-1979
Spallumcheen Valley	186	6.0	-	140	2.6	33	20.9	740	12.1	914	7.9	13.3
Shuswap Highlands	4	1.3	33.3	-	-	23	14.6	145	2.4	168	1.4	127.0
Monashee Ranges	-	-	-	-	-	-	-	-	-	-	-	-
North Okanagan Valley	44	14.7	-18.5	887	16.6	22	13.9	900	14.8	1,809	15.6	-5.7
Okanagan Highlands	4	1.3	100.0	144	2.7	11	7.0	36	0.6	191	1.6	1369.0
West Okanagan Plateau	3	1.0	50.0	6	0.1	14	8.9	15	0.2	35	0.3	133.3
South Okanagan Valley	140	46.7	-5.4	3,218	60.3	18	11.4	2,545	41.8	5,781	50.0	1.5
Hozameen Range	11	3.7	-21.0	199	3.7	-	-	69	1.1	268	2.3	3.9
Okanagan Range	13	4.3	-35.0	52	1.0	-	-	294	4.8	346	3.0	13.1
Vaseux/Osoyoos Plateau	63	21.0	26.0	691	13.0	37		1,351	22.2	2,079	17.9	31.7
TOTAL	300	100%	-3.5	5,337	100%	158	100%	6,095	100%	11,591	100%	8.7

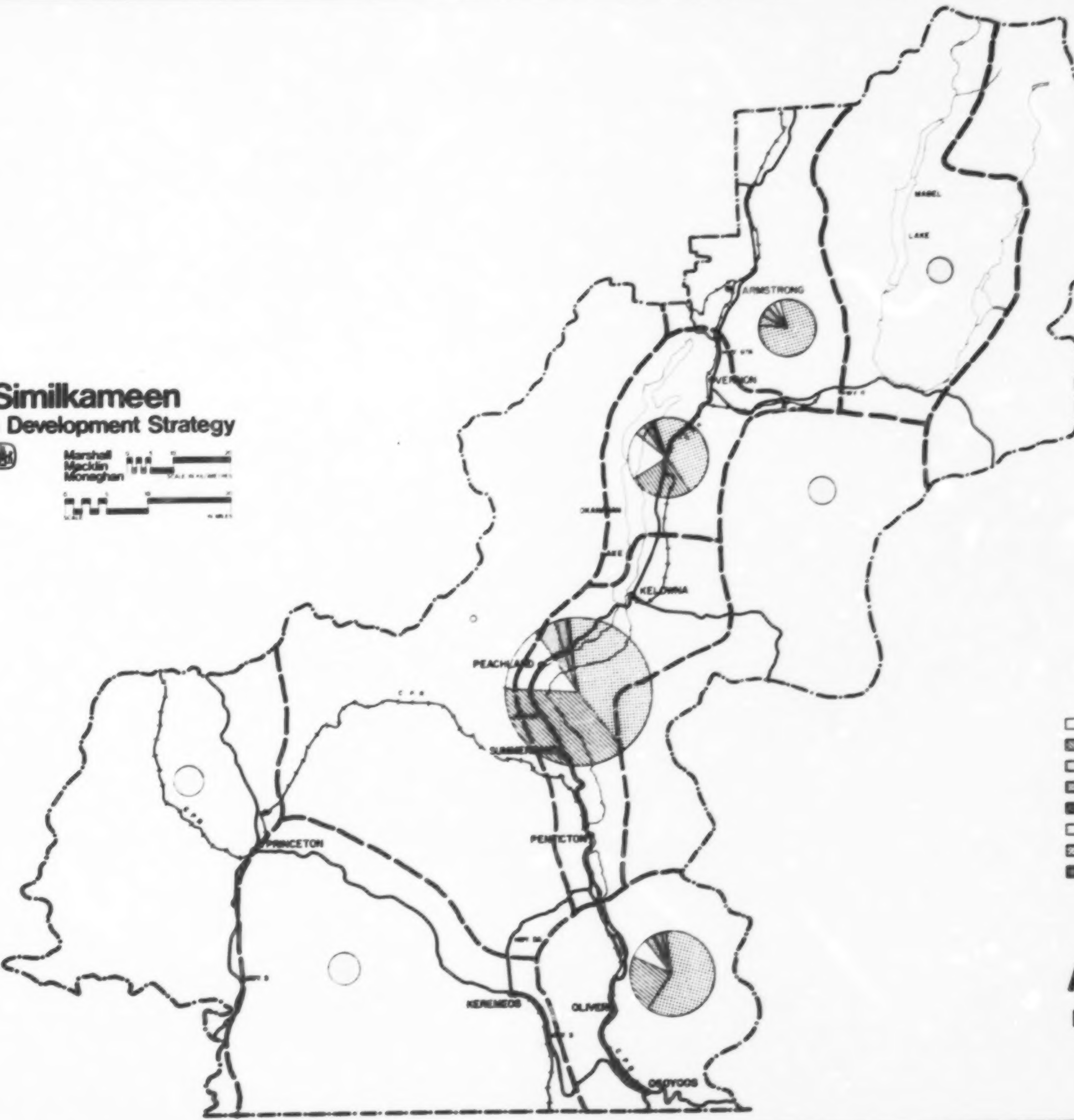
Note: There is also one miscellaneous establishment in Spallumcheen Valley.

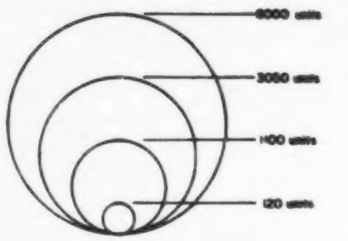
Source: Accommodation and Campground Directory, Ministry of Tourism, 1979.

Okanagan/Similkameen
Regional Tourism Development Strategy

3

Marshall
Macklin
Monaghan





○ shading indicates less than 350 accommodation units in the landscape/planning unit (see listings below for breakdown)

OKANAGAN/SIMILKAMEEN
Total Units: 11,591

HOZAMEEN RANGE
Total Units: 268

Motel	74%
Public Campground	26%

SIMILKEEN/OKANAGAN RANGE
Total Units: 346

Motel	11%
Lodge	4%
Private Campground	73%
Public Campground	12%

VASEUX/OSOYOOS PLATEAU
Total Units: 2,079

Hotel	8%
Motel	22%
Cottages	2%
Resort	4%
Private Campground	62%
Public Campground	3%

SPALLUMCHEEN VALLEY
Total Units: 914

Hotel	4%
Motel	6%
Cottage	4%
Resort	6%
Private Campground	80%

SHUSWAP HIGHLAND
Total Units: 168

Fishing & Hunting Camp	14%
Private Campground	37%
Public Campground	49%

MONASHEE RANGES
No Accommodation

NORTH OKANAGAN VALLEY
Total Units: 1,809

Hotel	19%
Motel	25%
Cottage	0.8%
Resort	4%
Fishing & Hunting Camp	0.4%
Private Campground	47%
Public Campground	3%

OKANAGAN HIGHLAND
Total Units: 191

Resort	75%
Fishing & Hunting Camp	6%
Private Campground	19%

WEST OKANAGAN PLATEAU
Total Units: 35

Resort	17%
Fishing & Hunting Camp	40%
Private Campground	43%

SOUTH OKANAGAN VALLEY
Total Units: 5,781

Hotel	15%
Motel	36%
Cottage	0.3%
Resort	5%
Private Campground	41%
Public Campground	3%

▭	HOTEL
▨	MOTEL
▭	COTTAGE
▨	RESORT
■	LODGE
▭	FISHING & HUNTING CAMP
▨	PRIVATE CAMPGROUND
■	PUBLIC CAMPGROUND

Accommodation
by landscape/planning unit

[illegible]

Highland (from 13 to 191) and Spallumcheen Valley (from 807 to 914) areas.

The average number of units per establishment offering roofed accommodation has increased from 19 in 1971 to 23 in 1979. Average campground size has decreased from 63 to 57 during the same period.

B.C. Research data on year of purchase indicates that there has been at least a 10% turnover of ownership of accommodation establishments in this Region between 1972 and 1978.$^{11)}$

Only 16% of accommodation establishments were built during the last decade (1970 to 1978). Forty-seven per cent of accommodation facilities are over 20 years old. There was a 21% decrease in the rate of construction of accommodation establishments between the 1960s and 1970s.

An analysis of building permits granted for construction indicates that 12% of accommodation units were built between 1971 and 1979. Fifty-two per cent of these new units are located in the South Okanagan Valley and 36% in the North Okanagan Valley areas. The remaining 12% are located almost exclusively in the Hozameen Range area.

Occupancy

Annual hotel and motel occupancy in the Region was approximately 59% for 1979, a three per cent increase over the past two years. This occupancy rate is about 10% lower than the provincial average. The number of available room nights has increased by three per cent between 1977 and 1979. The North Okanagan Valley area has a high average rate of occupancy of 70%, an 11% increase since 1977. This is perhaps due to the number of available room nights having increased by only one and a half per cent over the last two years.

The Hozameen Range area has a low average rate of annual occupancy of 42%, a two per cent increase since 1977. There has been a five per cent increase in the number of available room nights in this area between 1977 and 1979.

The average provincial campground occupancy rate decreased by three per cent, from 63% in 1976 to 60% in 1978. The available number of site nights increased by eight per cent over the same period. The public campgrounds in the Vaseux/Osoyoos Plateau area have a high average rate of annual occupancy of 82%. The number of available site nights has increased by nine per cent in this area. The remaining campgrounds have occupancy rates within average.

There does not seem to be any readily available information as to occupancy rates for commercial campgrounds.

Seasonality

Approximately 38% of occupied room nights occur in the summer. The fall and spring season account for 22% and 21% respectively. Only 19% of occupied room nights occur during the winter. These proportions are quite constant throughout the Region with the exception of the Hozameen Range area which has a higher than average percentage of occupied room nights in the summer of 45.5%.12)

The provincial campgrounds in the North and South Okanagan Valley and the Vaseux/Osoyoos Plateau areas (50% of parks in the Region) are open from March through October. Occupancy in these parks peaks noticeably during the months of June through August. The provincial campgrounds in the Shuswap Highlands, Hozameen and Okanagan Ranges areas are open from April or May to September. Occupancy in these parks peaks during July and August.13)

There is no readily available information on the seasonality of commercial campgrounds.

Source

Tourists provide approximately 60% of occupied room nights in the Region's hotels and motels. Long term rental accounts for 16% while commercial occupancy consists of another 11%. The remaining 13% are comprised of work crews (9%) and convention (4%) sources. These proportions are fairly constant throughout the Region with the following exceptions. The Hozameen Range area has the highest percentage of tourist room nights at 73% while the Spallumcheen Valley areas has the lowest at 42% tourist occupancy. The North Okanagan area has a higher than average proportion of crew occupancy at 22%. The South Okanagan Valley area has a higher than average proportion of long term rental at 28%.

Public campgrounds are utilized exclusively by tourists. Private campgrounds however, often accommodate work crews and long term tenants. There appears to be little readily available data on private campgrounds in this Region.

2.3.5 Transportation Modes and Corridors

2.3.5.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operator. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself for it to be attractive to most tourists. The following sections describe the major and some of the minor transportation facilities in the Okanagan-Similkameen Tourism Region.

2.3.5.2 Roads and Highways

The Okanagan-Similkameen Tourism Region is serviced with good roads connecting the major centres in the Region. The major roads and their routes and characteristics are described below.

Highway 97

Highway 97 is the only main north-south route in the Region. It extends from the Trans-Canada Highway south along two routes (97 and 97A) to north of Vernon where the two routes combine and continue south to the Washington State border. At that point it connects with U.S. Washington State Highway 97. This connection is the only main border crossing in the Region.

Highway 97 follows the edge of Okanagan Lake and runs through many towns and cities along its route including Vernon, Kelowna and Penticton. It is a very heavily travelled route which is subject to considerable congestion in certain areas. The level of service is very low and a recent report by Transport Canada14) noted areas between Summerland and Vernon as priority areas for upgrading. Improvements to the route are being constructed, designed and planned in various areas. With the route travelling through urban centres, widening and upgrading is difficult. The topography along the route also restricts widening and realigning.15) Another basic issue which is delaying improvements to the route is one of location. Many of the local residents would like the route moved out of the valley to a new location. The majority of the users, including tourists, would like it widened and improved in its present location.16)

Highway 3

Highway 3 is the main east-route in the southern portion of the province. It runs from Hope to the Alberta border passing through the Okanagan-Similkameen Tourism Region. Highway 3 is a two-lane paved road for most of its length, although it is being upgraded to four lanes in some areas.

Highway 6

Highway 6 runs from Vernon east to the Kootenay Boundary Tourism Region. It is relatively lightly travelled. Some upgrading is taking place.

Highway 33

Highway 33 runs from Kelowna to Highway 3. It is a paved two-lane road which is lightly travelled.17)

Other Roads

There are several secondary routes in the Region which vary from paved roads to dirt roads. Generally these are very lightly travelled. One route worth mentioning is the road which runs from Princeton to Summerland. It is presently being upgraded and is likely to be paved in the future.

2.3.4.3 Scheduled Buses

The main carrier operating scheduled buses in the Okanagan-Similkameen Tourism Region is Greyhound Lines. A summary of the routes offered is presented below. Most buses also stop at way points along the route.

Calgary to Vancouver

- via Highway 3 to Osoyoos north on 3A to Penticton, south to 3 at Keremeos and west to Vancouver - several times per day

Calgary to Vancouver

- via Trans-Canada Highway to Kamloops
- via 97 Kamloops to Vernon, south to Penticton and west to Vancouver
- several times per day

Vernon to Kamloops

- via Sicamous - several times per day

Local City run public bus service is available within Kelowna and Penticton.

2.3.4.4 Rail Service

The Okanagan-Similkameen Tourism Region is not serviced by passenger trains. The closest available rail service is offered by VIA Rail. This service is provided daily between Calgary and Vancouver with stops at Revelstoke and Salmon Arm.

2.3.4.5 Air Service

Major air service to the Okanagan-Similkameen Tourism Region is provided at Kamloops, Kelowna and Penticton.

The only major carrier flying into these centres is Pacific Western Airlines. They generally offer from each centre, one flight daily to British Columbia centres and one or two to major western centres with limited weekend service. More extensive service is available at Vancouver and Cranbrook.

Airports also exist at various other locations in and around the Region. Details of ground facilities at the various locations are available from the British Columbia Aviation Council.

There are no international flights to the area. Transfers must be made in Vancouver or Calgary.

2.3.6 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and sophistication of the traveller, can include: airports, customs clearance, public transportation, vehicle rentals, accommodation, licensed restaurants, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information and health care facilities. Since the complete assortment of these services can only be found in the very largest provincial centres, and detailed data availability is very limited, an assessment of only first categories or services has been develop for the communities within the Okanagan-Similkameen Tourism Region. These services: accommodation, tourist information centres, food services, automotive services and hospitals are presented by landscape/planning unit and urban community in Table 6.

Accommodation includes both roofed (hotel, motel) facilities and campground/trailer parks; the emphasis in this category is on availability and choice - hence, number of establishments. In Section 2.3.4 accommodation is discussed in greater detail using 1971 and 1979 data. Most of the data in Table 6 is derived from the 1980 provincial tourist Accommodation and Campground Directory, although it is recognized that not all accommodation is recorded in this directory. With regards to food services, there is no comprehensive guide which lists all restaurants by type (i.e.,licensed, family, fast food) and other food outlets such as grocery stores, although broad totals on number of establishments is published annually. In addition, the economic profiles which have been completed within this Region have also been consulted. Tourist information refers to staffed tourist booths, many of which operate only in the peak tourist season; much of the Okanagan-Similkameen Tourism Region is also assisted by local chambers of commerce.

Automotive services generally refer to service stations offering fuel, towing services and some level of basic repairs. The availability of emergency health care and its distribution within the Region is the concern behind the hospital location data.

In the Okanagan-Similkameen Tourism Region, Kelowna is the dominant tourist service centre offering a range of accommodation including quality hotel facilities, nearly 100 eating establishments, year round tourist information with additional summer service, major health facilities, numerous automotive service stations and repair shops and a regional airport connected to Vancouver, Kamloops and Cranbrook. The second most important tourism service centre is Penticton, which, because of its destination role, has wide range of family oriented roofed and campground accommodation and a regional airport, also connected to Vancouver. In the northern part of the Region, Vernon is developing into a strong tourist service centre having both excellent accommodations and food services, although air access is shared with Kelowna. Osoyoos, a very small community close to the United States border, has both destination and service centre character; for its size there is a very good choice of restaurants and accommodation. Being close to the American border, Osoyoos also has the only major Tourism B.C. information centre in the Region, this centre being open summer only. Oliver also services tourists but is generally overshadowed by Osoyoos. To the west, Princeton is an important highway service centre being nearby midway between Hope and the Okanagan Valley; all basic services are available.

In comparison with other tourism regions, the Okanagan-Similkameen Tourism Region has a good balance of tourist service centres with three quite large communities offering both variety and quality of services expected often in much larger centres. Of these three, Penticton is perhaps the less urbane but proposals for new hotels and associated facilities will fill the gap. Elsewhere in the Region there are attractions and tourist areas that are not within 70 km of a centre such as Princeton, Osoyoos or Armstrong.

TABLE 6

TOURISM SERVICE CENTRES: OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980

Landscape Unit	Urban Centre	Population 1976 Census 1)	Tourist Service Availability				
			Accommodation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)	Hospital 6)
West Okanagan Plateau	-	-	-	-	-	-	-
North Okanagan Valley	Vernon	20,121	16M, 1H, 1R, 2C	Yes, year round, C.ofC. centre & 2 summer booth	41 + restaurants & shopping centres	Yes	Yes
South Okanagan Valley	Kelowna	51,955	22M, 2H, 2M&C, 4R, 3C	Yes, 1 year round C.ofC centre &1 summer only	97 eating estab. 7) & 14 supermarkets	50 service stat. 8) 59 repair shops	Yes
	Westbank	6,100 (area)	3R, 1M&C, 4C	Yes, C.of C, summer only	Yes, minimal, included in Kelowna	Yes, included in Kelowna	-
	Peachland	2,286	2M, 1H, 1C	Yes, C.of C, summer only	Yes, included in Kelowna	Yes, included in Kelowna	-
	Summerland	6,724	4M, 1M&C, 1C	Yes, C.of C, summer only	Yes	Yes	Yes
	Penticton	21,426	52M, 1H, 2 M&C, 10C	Yes, 1year round C.of C 2 C.of C.summer only	Yes	Yes	Yes
Okanagan Highland	-	-	-	-	-	-	-
Vaseux / Osoyoos Plateau	Okanagan Falls	874	3M, 2M&C, 4C	Yes, summer only	Yes, minimal	Yes	-
	Oliver	1,641	9M, 4C, 1L, 2 M&C	Yes, C.of C, summer only	Yes	Yes	Yes
	Osoyoos	2,100	20M, 1L, 1H 9C	Yes, C.of C, year round& Tourism BC, summer only	11 + restaurants	Yes	-
Spallumcheen Valley	Enderby	1,871	1H, 2M, 1C	Yes	Yes, minimal	Yes	Yes
	Armstrong	2,551	1M, 1 M&C	Yes, C.of C.summer only	Yes	Yes	Yes
	Lumby	1,295	1H, 1C	Yes, C.of C.summer only	Yes, minimal	Yes	-
Shuswap Highland	-	-	-	-	-	-	-
Monashee Ranges	-	-	-	-	-	-	-
Hozameen Range	Princeton	3,132	9M, 1C	Yes, C.of C.summer only	Yes	Yes	Yes

TABLE 6 (Cont'd.)

TOURISM SERVICE CENTRES: OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980

Landscape Unit	Urban Centre	Population 1976 Census 1)	Tourist Service Availability					
			Accommodation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)	Hospital 6)
Similkameen / Okanagan Range	Keremeos	702	4M, 3C	-	Yes, minimal	Yes	-

FOOTNOTES:

1) 1976 Census, Statistics Canada as presented in Inventory and Overview of Resources for the Regional Districts of North Okanagan, Central Okanagan & Okanagan-Similkameen, P.S. Ross & Partners, 1979. For most centres, the area indicated is based on 1979 boundaries and includes related electoral areas. The only exceptions are Armstrong, Enderby, Lumby & Vernon which are the 1980 estimates prepared by the Regional District of North Okanagan.

2) Accomodation & Campground Directory, British Columbia, 1980, Ministry of Tourism.

3) Okanagan-Similkameen Tourist Association, June 1980.

4) Figures by type of establishment & urban centre are not published. But the 1979 Ministry of Health figures for approved food establishments include:

HEALTH UNIT	NO.
North Okanagan (Armstrong - Vernon)	221
South Okanagan (Kelowna - Penticton)	445
South Central (Osoyoos - Princeton)	317
	983

Supplied by the Restaurant and Food Association of B.C., May 1980. Local Osoyoos & Vernon brochures also supplied figures.

5) Emergency Road Service Directory, British Columbia Automobile Association, January 15, 1980 & Approved Auto Repair Services, British Columbia Automobile Association, 1980.

6) British Columbia Health Association, January 15, 1980 - Member List. Only acute care facilities with emergency services were considered.

7)&8) The Central Okanagan Region of British Columbia, Industrial & Commercial Information for Oyama, Winfield, Kelowna, Westbank & Peachland, Central Okanagan Regional Economic Development Commission, 1979(?).

By landscape/planning unit services are by far the best in the South Okanagan Valley unit, the most populated area, although the North Okanagan Valley and Vaseux/Osoyoos Plateau limits are also well served. Several of the highland or plateau units, such as the West Okanagan Plateau have no tourist service centres although they have a rural population base and backcountry travel opportunities. Other units such as the Monashee Ranges are essentially unsettled and have no normally recognized services for tourists.

2.4 Human Resources

2.4.1 Introduction

The following paragraphs describe the demographic and socio-economic character of the Region. Trends in population and income growth as well as in the makeup of the labour force are considered in terms of their implications for the tourist industry. The socio-economic character of the Region is also reflected in the events and attractions which are offered. These are described in the third part of this section.

2.4.2 Demography

The demography of the Region is summarized in Table 7.

The population of the Region grew at over two and one-half times the rate for the province as a whole between 1971 and 1976. Current (1980) population is estimated to be about 196,000 indicating some slackening of the very high rate of growth in the first half of the decade.

In 1976, 72% of the population lived in communities of over 1,000. Major centres of population are the City of Kelowna (1976 population 51,955) the district of Peachland (2,286), the Vernon-Coldstream Lumby area (total 1976 population 23,734), Spallumcheen-Armstrong-

TABLE 7

DEMOGRAPHIC CHARACTERISTICS:

OKANAGAN-SIMILKAMEEN TOURISM REGION

	Value			
Characteristics	1971 (A)	1976 (B)	Percentage[1] Change Over 1971 (C)	Index[2] (D)
Population (000)[3]	127.0	169.6	33.5	260
Age Distribution Percentage[3]				
Under 15 years	27.2%	23.9%	16.6	99
15 - 64 years	60.2%	63.5%	40.4	96
65 years and over	12.6%	12.6%	33.6	129
Average Family Size[3]	3.4	3.2%	-	97
Percentage of population 15 and over having Grade 11 or more education[3]	45.5%	57.1%	75.6	90
Average Real Income[4] (1971 dollars)	$5,365	6,722	25.3	89

Notes:

1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.

2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).

3) Central Statistics Bureau, Ministry of Economic Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979).

4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

Enderby (7,120) the City of Penticton (2,146), the district of Summerland (6,724), and the villages of Keremeos (702), Oliver (1,641), Osoyoos (2,100) and Princeton (3,132).

The proportion of persons in the under 15 age group is close to the provincial average but there is a much higher proportion in the 65 and over age group. This is reflected in a lower average family size and is a result of the popularity of the Okanagan as a retirement area. The average level of education has grown very rapidly but is below the British Columbia average. Average incomes are also growing faster than in British Columbia as a whole but are still well below the provincial average.

2.4.3 Economic Activity

The employment situation in the Okanagan-Similkameen Tourism Region is summarized in Table 8. The Region is made up of three regional districts: Central Okanagan, North Okanagan, and Okanagan-Similkameen. The Okanagan-Similkameen Valley has a very diversified economy. Agriculture is the major primary industry. Fruit and vegetables are the main cash crops with higher land devoted to cattle grazing. Agriculture also supports a substantial food products manufacturing industry including dairying and the fast growing wine industry. Forestry is another important industry and forest products provide the largest number of jobs in the manufacturing sector. Sawmills and veneer and plywood plants are widely scattered throughout the Region.* Mining is of lesser importance at present as there are significant deposits of copper and molybdenum in this Region. There are now four mines in operation in the Region with further development probable with improved market conditions. Large deposits of uranium have been

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* However non-resource based manufacturing such as mobile homes and boats have made the greatest contribution to growth in the manufacturing sector.

TABLE 8

EMPLOYMENT OKANAGAN-SIMILKAMEEN REGION

Major Sources of Economic Activity

Location	Level of Unemployment	Agriculture	Forestry	Fishing	Mines, Quarries and Oilwells	Forest Products Mfg.	Other Mfg.	Construction	Transportation, Communication, and Utilities	Trade	Finance, Insurance and Real Estate	Health, Education and Welfare	Tourism	Other Services	Public Admin. and Defence
Okanagan-Similkameen R.D.	A	m	-	-	-	-	m	m	m	M	-	m	m	m	m
Central Okanagan R.D.	H	m	-	-	-	-	m	M	m	M	m	m	m	-	-
North Okanagan R.D.	H	m	-	-	-	m	m	m	m	M	-	m	m	m	-
Total Region	H	m	-	-	-	-	m	m	m	M	-	m	m	m	-

Notes:

B = Below Average
A = Average
H = Above Average

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)
* = Planned or anticipated major new development

Sources: Labour Force Estimates by Industry, June 1, 1976, provided by Employment and Immigration, Okanagan Kootenay Region.

Statistics Canada, The Labour Force, Monthly (71-001).

discovered near Kelowna but strong local opposition may delay or prevent development.

Tourism is a very strong component of the economy particularly in the summer. The warm dry climate and fresh water lakes are the major attractions. Skiing is of increasing importance. Three ski resorts near the cities of Penticton, Kelowna and Vernon (Apex-Alpine, Big White, and Silver Star) offer a convenient and well-rounded tour package.

Penticton, Kelowna and Vernon are the major commercial centres of the Region as well as being popular tourist destination centres.

Mining offers some potential for expansion of the Region's economy, but over the next five years increased tourism promises the best solution to high unemployment. Expansion and upgrading of accommodation and food services is expected. Two convention hotels are being developed and/or constructed for Penticton and another in Kelowna. Retail facilities are also expanding to meet the recent influx of population.

2.4.4 Events and Attractions

The existing events and attractions in the Okanagan-Similkameen Tourism Region illustrate clearly the current level of tourism development. Generally, the Region's natural attractions have been the basis of tourism to the Region, although man-made attractions have been increasing (see Appendix 3). The Region is renowned for its climate with its dry, hot sunny summers, the Okanagan Lake system, the miles of sandy beaches and bathing areas, numerous small sport fishing lakes, desert terrain and vegetation, multiple alpine ski areas, and orchard blossoms and fruit.

From a natural attractions perspective, the major feature of this Region is the linear valley lake system which, in combination with the dry, hot summers, affords an excellent water-based summer recreation area. Sail and power boating, swimming, fishing, sunbathing and more recently, windsurfing, are participated in throughout the Osoyoos, Okanagan and Kalamalka Lakes area.

In the winter, good alpine ski slopes are available at Silver Star, Big White and Apex Alpine areas which are located close to the major urban centres. Four local ski hills are also available, suitable for beginner and family groups. This abundance of ski hills within a relatively short distance from each other creates great variety for skier-visitors, a situation which increases the appeal of the total Region for ski vacations. Cross-country skiing is also beginning to be developed.

Sport fishing, especially for rainbow trout, has long been important especially in the highland and plateau lakes above the major urban centres. Because of the area's climate, the production of fruit is important; orchards and vineyards from Osoyoos to Westbank create spectacular blossom displays and multiple opportunities for sale of local produce. Unusual geological features can be found including windblown columns, cliffs, bluffs and a small true desert area (the Vest Pocket desert east of Osoyoos); vegetation, especially in the south is unlike much of the rest of the province, since cacti and other desert plants are common. Because much of the terrain is not excessively high or steep, accessible viewpoints and lookouts over valley vistas can be found in several parts of the Region, thus facilitating touring and general visual enjoyment of the Region.

Rockhounding for agates, petrified wood and opals is also possible over a number of places including in the vicinity of Penticton, Princeton and Vernon. The Region also contains several mountain areas, Cathedral Park, the most rugged, being a haunt of mountaineers. Wildlife viewing is not particularly important, although

California Bighorn Sheep reside in Vaseux/Bighorn National Wildlife Area near Okanagan Falls and the elusive cougar can still be found in the back country. Mine tours are also offered to the Brenda copper/molybedenium mine.

Silver Star Recreation Area had 150,000 skier days in the 1978/79 season followed closely by Big White with 128,000 skier visits for the same period. Many of the other natural attractions in this Region do not lend themselves to the collection of attendance figures.

Man-made attractions are found throughout much of the Region but the greatest concentration is in the South Okanagan Valley landscape/planning unit, the most populated area. Less populated units correspondingly have fewer man-made attractions but a good base does exist in the North Okanagan Valley and Vaseux/Osoyoos Plateau units and a modest base in the West Okanagan Plateau, Spallumcheen Valley, Hozameen Range and Similkameen/Okanagan Range units. The three remaining units today do not have any identifiable man-made tourism features. Generally, there are few really strong man-made attractions in the Region14), the Agriculture Canada Research Station at Summerland having the largest visitation, estimated at 250,000 persons annually. Not too far behind is the Okanagan Game Farm with approximately 180,000 visitors annually. Ranked third would be the Casabello Winery tours with a total of about 90,000 visitors on tours and unescorted. Most individual attractions have attendances in the 10,000 to 40,000 range.

Heritage attractions are not extensive, there being only a handful of developed sites such as the O'Keefe Ranch although approximately ten local museums exist. Some museums such as the Kelowna Centennial Museum present the regional Native Indian culture of the Interior Salish, but most concentrate on pioneer settlement. The S.S. Sicamous, a drydocked sternwheeler, is one of the few remnants of the historic lake steamers.

Because the Region appeals to families, several family and children-oriented amusements have developed, such as Old MacDonald's Farm and Flintstones Bedrock City. The Region also caters to golfers with over 20 golf courses, and to theatre patrons with live summer theatre at both Vernon and Kelowna. Several water-related amusement parks have been developed, excellent attendance seems to be part of the themed parks.

Of growing popularity are the cottage wineries and winery tours where visitors not only tour establishments but may sample and buy local wine products; currently, at least four operations have opened their doors to tourists. Also of specialized interest are tours of the Agriculture Research Station at Summerland, the two observatories, or exploring in the ghost towns and mines of the Princeton area.

Some new and enlarged attractions are now under discussion around the Region. They include: extensive improvements to the O'Keefe Ranch; Penticton Art Gallery expansion planned for a 1982 opening which would allow a quality exhibit program; a new museum at Oliver; a new 18-hole golf course to open in the fall 1980 in Osoyoos; expansion plans for Apex-Alpine, Big White and Silver Star ski areas; a proposed new ski area at Snow Basin, 27 km west of Penticton where activities could include downhill and cross-country skiing, ice fishing, tobogganing, boating, indoor swimming, sauna/whirlpool, dining, 18-hole golf course and raquet sports (this area, however, has also been proposed by others as a Brent Mountain Class A Provincial Park); a resort in the Ashnola with cabin accommodation, golfing, fishing, trail riding, Native Indian historic site tours and cross-country skiing; more hotel and convention facilities in Penticton; a 100-acre $3.7 million harness racing facility with barns and stables for year-round use in the Westbank area; an aquatic tourist attraction on the west side of Okanagan Lake near Westbank with a large wave pool, small play pools, slides and other aquatic play facilities and off-season facilities for the Lost Mountain ski area. A championship 18-hole golf course is located near Kelowna.

As a result of the province's Funfest program for 1980, events have received more prominence than usual, resulting in more scheduled than normal (see Appendix 3). The events that will be available in 1980 in this Region can be categorized as follows: a range of festivals (winter, summer, fall, cultural); cultural events (music competitions, folkfests, dancing); fall and country fairs and exhibitions; local trade shows (R.V., home, sport); rodeos; craft and hobby shows; specialty participative sport competitions (curling, trap shooting, archery, golf); equestrian events (such as gymkhanas and competitive trail rides) and a variety of water events (regattas, raft, kayak and canoe races, windsurfing, hydroplane races). Although the Region is noted for its summer use, there are at least four winter festivals, three of which, the Vernon Winter Carnival, Kelowna Snowfest and Penticton Mid-Winter BreakOut, are well attended and represent some of the largest winter festivals in the province. Some of the other most important events in terms of popularity are the Kelowna Regatta, the Penticton Peach Festival, the B.C. Square Dance Jamboree in Penticton, and the Interior Provincial Exhibition in Armstrong which is one of the most populat agricultural fairs in the interior. The landscape planning unit with the largest number of events is the South Okanagan Valley, although many events are found in the North Okanagan Valley and Vaseux/Osoyoos Plateau units. Generally, the Valley area with its large population base has the greatest array of events. In these same planning units, the "events season" is longest, concentrated from May to October, although the winter festivals occur in January and February. Most other units have events only in May to September. Some of the more unusual events are the Knox Mountain Hill Climb in Kelowna, Princeton Racing Days in which the emphasis is on a variety of racing activities, Lumber Days where one event is a logging truck rodeo and the Canadian Wrist Wrestling Championships in Osoyoos.

The vast majority of events are local or regional in nature with the Vernon Winter Carnival, Kelowna Regatta Penticton Peach Festival and the Armstrong Provincial Interior Exhibition having the highest level of appeal. Other events have the ability to reach regional or even broader appeal (e.g., Fairview Days in Oliver) but are not yet developed to that level.

Within the Region, the South Okanagan Valley landscape planning unit clearly has the strongest combination of events and attractions with a good distribution from Penticton to Kelowna. The North Okanagan Valley and Vaseux/Osoyoos Plateau units, followed by Spallumcheen Valley, Hozameen Range and Similkameen/Okanagan Ranges also offer combinations which are a good base for further development. Most of the remaining units have limited developed natural attractions and a poor human resources base.

2.5 Heritage Resources

The Region has an interesting, if somewhat unspectacular, history which began with the occupation by Indian tribes about 10,000 B.C. It also includes the exploration and fur trade period which began about 1811, pioneer settlement beginning in the late 1860s as well as the era of resource development. The Region's heritage of significant areas, buildings and artifacts has been preserved over the years almost entirely through the efforts of local and municipal historical societies. The historical resources of the Region have not as yet had the benefit of any provincial or federal historic park funding, thus they are generally not as well known as their quality would merit. The variety of available historic resources can readily be organized by describing them under their appropriate theme periods.

2.5.1 Native Indian Theme

The Region was inhabited by the Interior Salish group divided into two regional groups; the Okanagan group occupying most of the area and the Nicola group the Hozameen Range and Similkameen/ Okanagan Range landscape units. They were hunters and gatherers and, since the food supply was not as abundant as on the coast, the Salish were nomadic and consequently their culture was much less elaborate than those Indian groups on the coast. They hunted deer, bear, beaver, waterfowl and other animals in the uplands while their villages were concentrated on the rivers in the fall to take advantage of the salmon runs. The profile of the interior tribes is not as dynamic as the coastal tribes, thus they have received much less attention. Interpretation of the native theme in the Region is restricted to artifacts such as woven baskets and projectile points in local museums (Osoyoos, Vernon, Penticton) with the most notable display occurring in the Kelowna Centennial Museum which has a reconstruction of a "Kekuli", an underground winter home used by the Interior Salish groups.

2.5.2 Exploration/Fur Trade Theme

The area was opened up to the fur trade about 1811 when a series of Hudson's Bay Company men travelled through the Okanagan Valley. The Okanagan Brigade Trail was established on the west side of the lake running from Fort Okanagan in the Oregon territory to Fort Kamloops and was used for almost 50 years (1863) before the fur trade became unprofitable. Little in the way of interpretive material remains from this period other than an obliterated Hudson's Bay post near Keremeos and a reconstructed fur trade post circa 1861, in the Kelowna Centennial Museum.

2.5.3 Gold Rush Theme

The Region has little in the way of direct connection with the Cariboo Gold Rush of the 1860s. Indirect effects of the influx of prospectors stimulated agriculture, especially cattle ranching. The Dewdney Trail stretching from Hope to the east Kootenays was constructed in 1861-62 to improve the overland linkage between the Valley and the coast. The Crowsnest Highway 3 through the southern part of the province generally parallels the old trail. Local efforts are underway to develop sections of the old route as a heritage hiking and horseback riding trail as well. It is recognized as a heritage trail by the Parks and the Heritage Conservation Branches, however, no formal designation or improvements are likely to occur for several years.

After the yields began declining in the Barkerville area early in the 1870s, the prospectors began fanning out all over British Columbia sparking short lived gold rushes in the north Columbia River and the Omineca country. Placer gold prospectors explored various promising streams throughout the Region but there were no major finds. Lode gold was discovered in two notable places. The town of Fairview (near Oliver) sprang up in 1887 with the opening of the Sternwinder Mine. The town boasted the largest hostelry in the interior, the Fairview Hotel. Called the "Big Teepee" it was three stories tall. The town was ravaged by fire in 1902 and the Teepee burned down. The mine yields declined and the town was being abandoned by 1910. Salvage and fire took their toll and now only the cemetery and the ruins of the mine workings are visible among the cactus and sage brush. Further upriver, near Hedley, the Nickel Plate Mine was active from 1904 to 1955. Forty-five million dollars in gold was extracted as well as copper and silver before it was exhausted. A provincial park was established around the old mine workings.

2.5.4 Pioneer Settlement/Resource Development Theme

This theme period has the most potential for interpretation as it was one of the first settled areas in the interior of British Columbia. In 1859 Father Pandosy established the first permanent Catholic mission on the mainland at an old Indian encampment near Kelowna. He built the first school and planted the first fruit trees in the southern interior. By the early 1860s settlers had entered the area in considerable numbers and homesteads were started near the mission and in the Spallumcheen Valley. In 1866 near Pentiction, a cattle empire was started followed by another one near Vernon in 1867 established by Cornelius O'Keefe and Thomas Greenbow after a cattle drive from Oregon. These large ranches were established to provide beef for the prospectors of the Cariboo gold rush which was at its peak in the late 1860s. With the end of the gold rush the demand for beef declined, thus ranching declined as well until the 1880s and the period of railroad and steamboat construction. Ranching was the main agricultural use in the area as the dry climate inhibited crop production and irrigation was done only on a limited scale. In the 1890s grain was being produced and in 1898 J. M. Robinson from Manitoba introduced the technology for large scale irrigation and led in the establishment of peach, pear, apricot and cherry orchards. The paddlewheelers and railways allowed rapid shipments to outside markets and the Okanagan became the foremost fruit producer in western Canada, a distinction which still exists to this day. At Keremeos, a two-storey, hand-hewn square timber grist mill was built in 1867, the first water-powered flour mill in British Columbia. Much of the original milling machinery remains and a reconstruction program is underway by the Heritage Conservation Branch to restore the building and its operating equipment. The mill and log dwelling will become a provincial historic park and interpretive centre. Numerous local museums (Princeton, Vernon, Kelowna, Centennial, Osoyoos, Summerland, Naramata) and the regional history museum (Atkinson Museum in Penticton) also have displays of pioneer agricultural artifacts. The pioneer agricultural theme has further representation in the Father Pandosy mission restoration which has three original log buildings and displays of horse drawn farm machinery and early transportation equipment. The O'Keefe Ranch near Vernon has restored ranch buildings, a log house, Ste. Anne's Catholic Church 1867, all complete with period furnishings, fixtures and farm equipment.

From the resource development theme the southern part of the Region has a number of old mines and ghost towns, e.g. Fairview, Olalla, and Keremeos Centre around Oliver and Keremeos, however, the remains are not notable. Of greater interest are the transportation elements of this theme which were very important to the development of the Region and the interior of the province. In 1886 the first sternwheel steamer was launched at Okanagan Landing and in 1892 a shipyard was established, several more ships were turned out and regular services established to the agricultural towns that sprang up around the lake. With the collapse of the export fruit market in 1916, and continued railway construction, the importance of the steamboats declined and the last one, S.S. Sicamous, was retired in 1936.

One of the great stories in Canada's railroad construction heritage involves the 560 km (350 miles) of the Kettle Valley Railway linking Midway and Hope through some of the most difficult and rugged terrain in the province. It was part of a dream held by many British Columbians and also perceived as an economic necessity because the "Coast-to-Kootenay" rail link would help defeat American economic domination of the southeast and allow British Columbia to profit from the mineral wealth. The railway required some very challenging feats of construction and engineering as 915 metres (3,000 feet) of elevation had to be covered in the 36 km (20 miles) from the pass in the Okanagan Highland at Hydraulic Lake to lake level at Penticton. Some of these feats include bridging a 610 metre (2,000 feet) deep chasm over Canyon Creek, a 489 metre (1,604 ft) long spiral tunnel, the construction of 18 trestles which are 13 decks high and nearly 305 metres (1,000 feet) long through a five mile section of Canyon Creek. These and the trestles at Myra Creek Canyon are considered by many to be among the finest engineering accomplishments in the history of railroading. In October 1914, the Penticton to Midway section of the K.V.R. was complete. When the Coquihalla Pass section was finished in 1916 (involving equally difficult engineering and construction problems) a direct southern railroad link from Alberta to the coast was complete thus fulfilling a 25 year dream.

Efforts have been underway since 1979 (the C.P.R. ceased regular operations on the Kettle Valley Railway in 1973) to maintain right-of-way sections of line between Penticton and McCullough and develop a recreation corridor. Considering the spectacular scenery, the significance of this corridor in the history of the Region, the engineering feats and the high level of interest in heritage projects, it would seem to be a worthwhile project.

In summary, the Pioneer Settlement and the railroad construction element of the Resource Development theme have strong representation in the Region's heritage resources. The natural setting and existing land use are complemented by the developed historic sites and these are the areas best suited for further attention.

2.6 Summary and Assessment of Tourism Resources

As outlined in Section 2.2.1, ten landscape/planning units have been identified and mapped for the Okanagan/Similkameen Tourism Region and an inventory of the natural resources completed (Figure 1). In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historic resources. Based on this research the planning team evaluated the resources of each landscape/planning unit and the existing travel corridors to determine those units with the highest capability for tourism in the form of natural, physical, human and historic assets.

The Evaluation Matrix (Figure 2) lists vertically the various tourism attractions in the four major resource divisions and lists horizontally the Region's ten landscape/planning units. Two major travel corridors were delineated for the Region and these are also listed on the horizontal axis. Each tourism asset within the landscape/planning units was evaluated and assigned a value varying from 0 to 3 with 3 being the highest value received and denoting an abundance and high quality of a particular asset.20) In this manner, within each landscape/planning unit, the comparative abundance or scarcity of the natural, physical, human and historic resources can be identified.

For example, the West Okanagan Plateau unit has considerable natural resource assets but a low level of development of the human and physical resources. Comparisons can also be made between units for each of the four resource divisions so that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

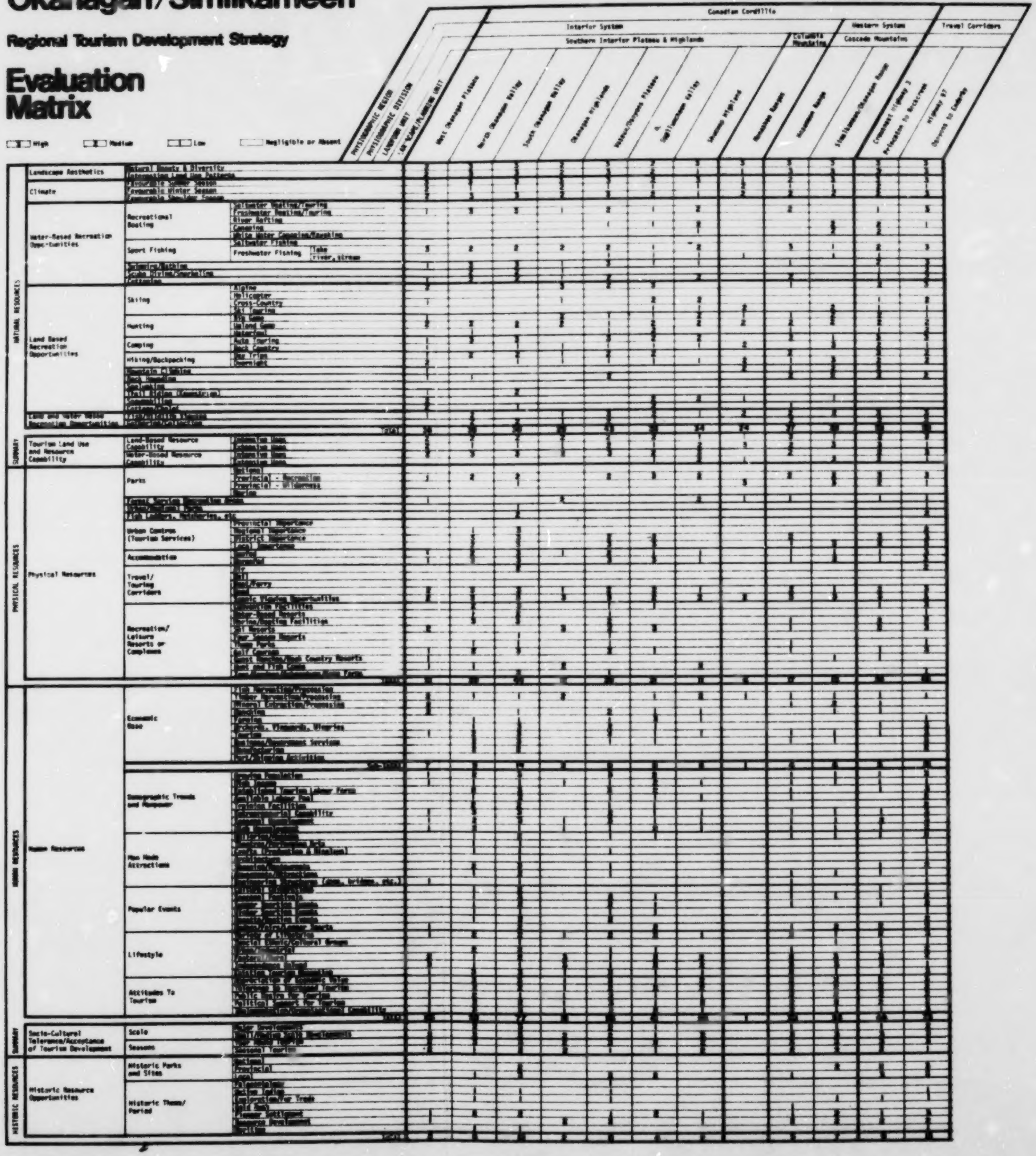
es

Okanagan/Similkameen

Regional Tourism Development Strategy

Evaluation Matrix

Figure 2



▮ High   ▮ Medium   ▮ Low   ☐ Negligible or Absent

PHYSIOGRAPHIC REGION: Canadian Cordillera

PHYSIOGRAPHIC DIVISION: Interior System; Western System; Travel Corridors

LANDFORM UNIT: Southern Interior Plateau & Highlands; Columbia Mountains; Cascade Mountains

LANDSCAPE/PLANNING UNIT: West Okanagan Plateau; North Okanagan Valley; South Okanagan Valley; Okanagan Highlands; Nicola/Thompson Plateau; Similkameen Valley; Shuswap Highland; Monashee Ranges; Hozameen Range; Similkameen/Okanagan Range; Crowsnest Highway 3 Princeton to Rock Creek; Highway 97 Osoyoos to Canada

NATURAL RESOURCES

- Landscape Aesthetics
  - Natural Beauty & Diversity
  - Interesting Land Use Patterns
- Climate
  - Favourable Summer Season
  - Favourable Winter Season
  - Favourable Shoulder Season
- Water-Based Recreation Opportunities
  - Recreational Boating
    - Saltwater Boating/Touring
    - Freshwater Boating/Touring
    - River Rafting
    - Canoeing
    - White Water Canoeing/Kayaking
  - Sport Fishing
    - Saltwater Fishing
    - Freshwater Fishing: lake; river, stream
  - Swimming/Bathing
  - Scuba Diving/Snorkeling
  - [illegible]
- Land Based Recreation Opportunities
  - Skiing
    - Alpine
    - Helicopter
    - Cross-Country
    - Ski Touring
  - Hunting
    - Big Game
    - Upland Game
    - Waterfowl
  - Camping
    - Auto Touring
    - Back Country
  - Hiking/Backpacking
    - Day Trips
    - Overnight
  - Mountain Climbing
  - Rock Hounding
  - Snowmobiling
  - Trail Riding (Equestrian)
  - Snowmobiling
  - [illegible]
- Land and Water Based Recreation Opportunities
  - [illegible]
  - [illegible]

TOTAL

SUMMARY

- Tourism Land Use and Resource Capability
  - Land-Based Resource Capability
    - Intensive Uses
    - Extensive Uses
  - Water-Based Resource Capability
    - Intensive Uses
    - Extensive Uses

PHYSICAL RESOURCES

- Physical Resources
  - Parks
    - National
    - Provincial - Recreation
    - Provincial - Wilderness
    - Regional
  - Forest Service Recreation Areas
  - [illegible]
  - Fish Ladders, Hatcheries, etc.
  - Urban Centres (Tourism Services)
    - Provincial Importance
    - Regional Importance
    - District Importance
    - Local Importance
  - Accommodation
    - [illegible]
    - [illegible]
  - Travel/Touring Corridors
    - Air
    - Rail
    - Boat/Ferry
    - Road
    - Scenic Viewing Opportunities
  - Recreation/Leisure Resorts or Complexes
    - [illegible] Facilities
    - Water-Based Resorts
    - Marina/Boating Facilities
    - Ski Resorts
    - Four Season Resorts
    - Theme Parks
    - Golf Courses
    - Guest Ranches/Back Country Resorts
    - Hunt and Fish Camps
    - [illegible]

TOTAL

HUMAN RESOURCES

- Human Resources
  - Economic Base
    - Fish Harvesting/Processing
    - Timber Harvesting/Processing
    - Mineral Extraction/Processing
    - Ranching
    - Farming
    - Orchards, Vineyards, Wineries
    - Tourism
    - Business/Government Services
    - [illegible]
    - [illegible] Activities
  - SUB-TOTAL
  - Demographic Trends and Manpower
    - [illegible]
    - [illegible]
    - [illegible] Tourism Labour Force
    - Available Labour Pool
    - [illegible] Facilities
    - [illegible] Capability
    - [illegible]
  - Man Made Attractions
    - [illegible]
    - [illegible] (Production & Displays)
    - [illegible]
    - [illegible] (dams, bridges, etc.)
  - Popular Events
    - [illegible]
    - [illegible] Events
  - Lifestyle
    - [illegible]
    - [illegible] Cultural Groups
    - [illegible]
  - Attitudes To Tourism
    - [illegible]
    - [illegible] Capability

TOTAL

SUMMARY

- Socio-Cultural Tolerance/Acceptance of Tourism Development
  - Scale
    - Major Developments
    - Small/Medium Scale Developments
  - Seasons
    - Year Round Tourism
    - Seasonal Tourism

HISTORIC RESOURCES

- Historic Resource Opportunities
  - Historic Parks and Sites
    - National
    - Provincial
    - Local
  - Historic Theme/Period
    - [illegible]
    - Native Indian
    - Exploration/Fur Trade
    - Gold Rush
    - Pioneer Settlement
    - Resource Development
    - [illegible]

TOTAL

For summary purposes, the landscape units with the highest scores for each tourism resource type are listed below.

TABLE 9

SUMMARY EVALUATION OF HIGHEST RANKED LANDSCAPE/PLANNING UNITS BY KEY TOURISM RESOURCES

Landscape/Planning Units with	Travel Corridor with
Best Natural Resources	Best Natural Resources
1. Vaseux/Osoyoos Plateau	1. Crowsnest Highway 3
2. North Okanagan Valley	Highway 97
South Okanagan Valley	
Spallumcheen Valley	
Similkameen/Okanagan Range	
Best Physical Resources	Best Physical Resources
1. South Okanagan Valley	1. Highway 97
2. North Okanagan Valley	
3. Vaseux/Osoyoos Plateau	
Best Human Resources	Best Human Resources
1. South Okanagan Valley	1. Highway 97
2. North Okanagan Valley	
Vaseux/Osoyoos Plateau	
Best Historic Resources	Best Historic Resources
1. South Okanagan Valley	1. Highway 97
2. Vaseux/Osoyoos Plateau	
3. Similkameen/Okanagan Range	

The ten landscape/planning units with their combination of topographic, biotic and climatic characteristics with scenic highland and large and small lake settings provide a wide range of intensive water-based tourism opportunities supported by considerable land-based recreational capability. Geography, climate and history have determined that developments have a strong orientation to the main stem of the Okanagan Valley.

The landscape/planning unit with the highest ranking in terms of natural resources (Vaseux/Osoyoos Plateau) as identified in the Evaluation Matrix, is endowed with considerable water-based tourism/recreation capability and is supported by moderate capability for both intensive and extensive land-based activities. The climate regime heavily favours the warm weather season with an extended shoulder season as well. This facilitates the development of water-based resorts that can also provide a variety of interesting land-based opportunities. The mildness and aridity of the winter season at lower elevations and the snow conditions at higher elevations suggest that the winter season can also be utilized. The first two of the landscape units tied for second place with the best natural resources, the North and South Okanagan Valley, have very high capability for intensive water-based tourism/recreation developments support by moderate land-based capability for intensive uses. Because of the existing high degree of development of the water and adjacent land base, there are very limited opportunities for extensive activities.

The Spallumcheen Valley and Similkameen/Okanagan Range units, also tied for second, vary markedly from the other highly ranked units in that their land-based capabilities are much higher and their intensive water-based opportunities are much more limited. For the Spallumcheen Valley, land and water-based intensive and extensive opportunities are limited by widespread agricultural development. The major tourism recreation opportunity is related to the two ski areas which substantially contribute to winter season tourism use.

The Similkameen/Okanagan Range high ranking is due to the high capability for extensive land and water-based (summer) activities.

The climate of the Region, with moderate winter temperatures and a long, sunny, warm weather season in the valleys and with moderate summer temperatures and reasonably lengthy, snowy winters in the nearby higher elevations offers major opportunities for year round tourism development.

The two travel corridors scored equally on the Evaluation Matrix, although for different reasons. The Highway 97 route provides access to land and water resources with high capability for intensive development while opportunities of extensive activities are very limited. On the other hand, Crowsnest Highway 3 has a much lower level of intensively developed resources due to the ruggedness of much of the terrain. However, the opportunities for extensive activities are much greater. Throughout the Region, existing tourism operations are largely dependant upon the appeal of beach and water-related activities and on the sport fish resources.

With regard to developed physical resources, the most populated landscape/planning unit, South Okanagan Valley, ranks the highest having the greatest availability of accommodation, convention facilities, two of the three important urban centres, a large range of golf courses and marina/boating facilities. Some distance behind and ranked very closely were the North Okanagan Valley and Vaseux/Osoyoos Plateau units. The North Okanagan Valley unit had good road access, scenic viewing opportunities, and marina facilities while the Vaseux/Osoyoos Plateau unit was strong in similar categories but also had ski facilities. Both units were similar in total quantities of accommodation. Ranked fourth was the Spallumcheen Valley unit which has Silver Star Recreation area and the communities of Armstrong and Enderby. Most other units being far less developed ranked considerably further behind. Several of the units such as Hozameen Range could rank higher but lack significant recreation/leisure development. By travel corridor, the Highway 97 route from Osoyoos to Enderby is dominant.

The South Okanagan Valley landscape/planning unit ranks substantially above the other units having a long established tourism manpower base, a large number of restaurants, a wealth of seasonal festivals and a very strong appreciation of the economic value of tourism. Generally, events and attractions development is consider beyond other units although certainly not as extensive as in some other provincial tourism regions. Again the North Okanagan Valley and Vaseux/Osoyoos Plateau units ranked second jointly, the North Okanagan leading in urban amenities such as restaurants and slightly more diversity of lifestyles, while the other unit was stronger in several aspects of events. Both units have good tourism manpower bases and relatively open attitudes to tourism. Ranked third was the Spallumcheen Valley unit followed closely by the Hozameen Range unit. With regard to travel corridors, the Highway 97 Osoyoos to Enderby route generally has a much stronger manpower base and more events and attractions, as is to be expected since the route traverses the major population nodes.

Predictably, the two landscape/planning units that have been the focus of most human activity (South Okanagan Valley and the Vaseux/Osoyoos Plateau) also have significant opportunities for the development of historic resources. In general, the major heritage themes with tourism development potential are related to the Pioneer Settlement (agriculture) and Resource Development (railroads, paddle-wheelers, mines) era. With the exception of the railroad construction element, the heritage resources of the Region are not of a spectacular or dynamic nature.

In summary, the Okanagan-Similkameen Tourism Region has a considerable abundance of high quality, summer water-based (large and small lakes) tourism opportunities supported by considerable extensive land-based capabilities in relatively close proximity. The alpine ski developments are extending tourism activities into the winter months.

FOOTNOTES:

1. Personal Communications, Mr. Chris. Bow, Okanagan Fisheries Biologist.

2. Fish and Wildlife in British Columbia: A Review of Resource Values, Quadra Economic Consultants, 1977. Expenditures and participation have increased since the study was completed; numbers and values cited are for 1976 to 1977.

3. Economic and Resource Management Aspects of Commercial Use of Fish and Wildlife Resources in B.C.: Phase II Report (Draft) 1979 Canadian Resourecon Ltd., Quadra Economic Consultants.

4. The numbers of licenced anglers in B.C. increased 23% from 298,900 to 368,100 between 1969 and 1975, and by 17% from 368,000 to 430,660 between 1975 and 1979.

5. A study of British Columbia Ski Areas and their Market Potential for Canada - B.C. TIDSA by Sno-Engineering Inc., et al October, 1979.

6. 3 Year Capital Development, Acquisition and Planning Program, Parks and Outdoor Recreation Division, Victoria, 1974.

7. Parks Data Handbook, Parks and Outdoor Recreation Division, Victoria, 1980.

8. Tourist Accommodation, British Columbia 1979.

9. Recreational Boating Facility Requirements to 1985 in British Columbia, P. Eby & Associates for Small Craft Harbours Branch, Vancouver, 1979.

10. Pleasure Boating in British Columbia: A Review and Critique of the Process which provides Recreational Boating Facilities. R.E.P. Fister for Department of Parks and Outdoor Recreation, Victoria, 1979.

11. British Columbia Inventory of Accommodation Facilities, 1979, B.C. Research.

12. P.K.F. & Associates, Regional Supply/Demand Analysis 1979. (estimated for 1979).

13. 1978 Campground Attendance Profiles.

14. Pacific Rim Access Study. Phase I Report, Transport Canada

15. Discussion with Ministry of Transportation and Highways Staff, June 9, 1980.

16. Ibid

17. Ibid

18. For example, in the Vancouver Island Region, the Provincial Museum attracts 1.1 million persons annually while Butchart Gardens draws over 500,000 annually and the Vancouver Aquarium has approximately 750,000 visitors annually.

19. Refer to Appendix 4, Evaluation Matrix - Criteria for Ranking.

3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS

3.1 Introduction

The following Chapter describes the current development of tourist activity in the Okanagan-Similkameen Tourism Region. The utilization of tourism resources is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities in which they participate. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

3.2 Tourism Markets

3.2.1 Existing Markets

Phase I of this report identifies the types of resources which generate travel to or within B.C. by the various market segments. During the course of this study, the resources of each region have been evaluated in terms of the markets they could attract and the existing level of participation in various activities were estimated. The results for the Okanagan-Similkameen Tourism Region are shown in Figure 3 the Tourism Resource/Market Opportunity Matrix. For each of the market segments it shows the resources which generate travel in that market (market opportunity), the abundance of the resources available in the Region (resource opportunity) and the existing level of utilization of the resource (existing market). The resources are expressed in terms of the types of tourism related activities which they generate. A comparison of these factors for each activity enables the reader to identify potential for resource development and increased market penetration.

Okanagan / Similkameen

Figure 3

Tourism Resource/Market Opportunity Matrix

MARKET OPPORTUNITIES

● Strong market generator. Many people will travel for this purpose.

○ Weak market generator. Some people will travel for this purpose; more will participate if available.

Poor market generator. Few people will travel for this purpose; more may participate if available.

RESOURCE OPPORTUNITIES

● Abundant resource opportunities both existing and potential.

○ Moderate opportunities both existing and potential.

Severely limited or no opportunities available.

EXISTING MARKET PARTICIPATION LEVEL

● High levels of participation. Many people presently travel for this purpose.

○ Moderate levels of participation. Appreciable numbers of people presently travel for this purpose.

Low levels of participation. Few people presently travel for this purpose.

TOURISM RECREATION OPPORTUNITY				International Market			U.S.A. Market			Inter-provincial Market			Provincial Market			Regional Market		
				Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity
NATURAL RESOURCES	Water-Based Recreation Opportunities	Boating	Saltwater Boating/Touring															
			Freshwater Boating/Touring			○	○	○	○	○	●	●	●	○	●	●	●	●
			River Rafting															
			White Water Canoeing/Kayaking				○		○	○		○	○		●	○	○	●
			Canoe Tripping	●			●			●			●			●	●	○
		Fishing	Saltwater Sportfishing															
			Freshwater Sportfishing	○		○	○		●	○	○	●	●	○	●	●	●	●
		Swimming/Bathing						●	○	○	○	●	●	○	●	●	●	●
		Water Skiing						●		○	●	●	●	○	●	●	●	●
		Scuba Diving/Snorkeling											○			○		●
	Land-Based Recreation Opportunities	Skiing	Alpine	●		○	●	○	○	●	○	●	●	●	●	●	●	●
			Helicopter	●			●			●			●			●		
			Cross-Country	○			○	○		○	○	○	●	●	○	●	●	●
		Hunting	Big Game	○		○	●		○	○		○	●		○	●	○	○
			Small Game				○			○			○	○	○	○	●	○
			Water Fowl										○		○	○	○	○
		Camping	Auto Touring	●	○	●	●	○	○	●	●	●	●	●	●	●	●	●
			Wilderness	●		○	●			●		○	●		○	●		●
		Hiking/Backpacking	Day										●		○	●		●
			Overnight	●			●			●		○	●		○	●		●
			Winter										●			○		●
		Mountain Climbing		○			○			○			●		○	○		○
		Spelunking		○			○			●		○	●		○	●		●
		Picnicking						●			●	○	●	●	○	●	●	●
		Cottaging					○		○	○	●	○	●	●	○	●	●	●
		Snowmobiling											●	○	○	●		●
	Land and Water-Based Recreation Opportunities	Viewing Natural Landscape Features		●	○	○	●	●	○	●	●	●	●	●	●	●	○	●
		Wildlife Viewing		●		○	○		○	●		○	●		●	●		●
		Gathering/Collecting		●			○			○		○	●		○	○		○
		Photography/Painting		●	○	○	●	●	○	●	●	●	●	●	●	●	○	●
MAN-DEVELOPED/MAN-CONTROLLED RESOURCES	Natural Resource Opportunities	Natural Parks and Sites	National	○			○			○		○	●		○	●		○
			Provincial	○	○		○	○	○	●	○	○	●	●	○	●	●	●
			Marine	○			○			○		○	●		○	●		○
		Game Farms			○			●	○		●	○	●	●	○	●	●	●
		Fish Culture/Ladders								○		○	○		○	●		●
	Air-Based Recreation Opportunities	Hang-Gliding					○		○	○		●	○	○	●	○	○	●
		Sky Diving											○		●	○	○	●
		Gliding								○		○	○		●		○	●
		Recreational Aircraft					○	○	○	○	●	○	●	●	●	●	●	●
	Historic Resource Opportunities	Historic Parks and Sites	National	○			○			○			○					
			Provincial	○		○	○		●	○		●			●			●
		Museums	National	○			○			○								
			Provincial	○			○			○								
			Regional									○			○			●
	Cultural Resource Opportunities	Population Centers	Cities	○			●	○		●	○	○	●	○	○		●	●
			Ethnic Settlements	○			○			○			●					
		Cultural Attractions	Fairs/Celebrations				○	○	○	○	○	○	●	○	●		●	●
			Crafts/Events							○			●		○			○
			Galleries/Museums	○			○		○	○		○	●		○		○	●
	Recreation/Leisure Developments	Recreation/Leisure Resorts Complexes	Marine Resorts	○			○		○	●		●	○		●			●
			Hot Springs Resorts							○			○					
			Wilderness Resorts	○		○	○		○	○		○	○		○			○
			Ski Resorts	●		○	●	○		●	○	●	●	●	●		●	●
			Convention Recreation Complexes				○			○		○	○	○	●		○	●
			Theme Parks					●			●			●			●	●
		Travel/Touring Corridors	Air			○	○		○	○	○	●	●	●	○		●	●
			Rail				○			●		○	●	○	○		○	●
			Boat	●			●			●			●		○		○	○
			Car	●		●	●	○	●	●	○	●	●	●	●		●	●
	Industrial Developments/Attractions	Engineering Structures	Dams/Generating Stations															
			Bridges/Tunnels															○
		Industries	Fish Harvesting/Processing															○
			Timber Harvesting/Processing										○		○			●
			Wineries		○		○	●	○	○	●	●	○	●	○		●	○
			Mining/Quarrying							○		●	●		●			●

Regional Tourism Development Strategy

3.2.2 Market Opportunities

The Okanagan has a well-established reputation as a tourist destination area, particularly among B.C. residents and other Canadians. The major attractions are the scenery, the sunny climate and the large warm lakes suitable for water sports. The area attracts many campers and auto tourists. The Region's ski resorts attract mostly Canadians. The ski resources, however, are not such as could attract international visitors. There seems to be little opportunity for expansion of traditional markets. However, as can be seen by examination of Figure 3, several opportunities exist for broadening resource utilization in the Region. Table 10 summarizes the activities which could be expanded with further development and promotion. It also indicates the market segments to which such efforts could most effectively be directed.

3.3 Market Forecast

Table 11 shows the forecast of person trips to the Okanagan-Similkameen Tourism Region by market segment for the period 1979-1983. Growth over the period is forecast at between 1.6 and 4.2 percent per year. A relatively slow rate of growth is expected in the short run due mainly to a slowdown in growth in one of the traditional markets for this Region, auto tourists. The U.S. market in general is expected to grow very slowly over the next few years and auto touring in particular is becoming less popular. A continuing shift of campers and auto tourists toward less congested areas of the interior is also expected to contribute to slow growth in the Region. Another factor affecting the relative position of the Okanagan is that the strong growth market for prairie province tourists to B.C., is expected to be of benefit mainly for the regions closer to the Calgary Gateway. As the Okanagan-Similkameen Tourism Region moves toward development of resort hotels, general upgrading of its tourist facilities and promotion of ski packages and convention business, faster growth can be expected in the longer term.

TABLE 10

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES
OKANAGAN - SIMILKAMEEN TOURISM REGION

	MARKET SEGMENTS				
SPECIALTY MARKET	International	U.S.A.	Interprovincial	Provincial	Regional
White Water Canoeing		X	X	X	X
Freshwater Fishing	X	X		X	
Alpine Skiing	X		X		
Big Game Hunting	X	X	X	X	
Cottaging		X			
Wilderness Camping	X	X	X	X	X
Hiking			X	X	X
Mountain Climbing				X	X
Horseback Riding			X	X	X
Landscape Viewing					X
Wildlife Viewing	X	X	X	X	X
Gathering/Collecting			X	X	X
Marine Parks			X	X	X
Hang Gliding	X	X	X	X	X
Sky Diving				X	X
Gliding			X	X	X
Historic Parks & Sites	X	X	X	X	X
Crafts Events				X	X
Museums		X	X	X	X
Wilderness Resorts	X	X	X	X	X
Ski Resorts	X		X		
Convention Centres			X	X	X
Dams and Bridges					X
Timber Harvesting				X	X
Mining			X	X	X

X Market Opportunities

TABLE 11

MARKET FORECAST: OKANAGAN SIMILKAMEEN TOURISM REGION - PERSON-TRIPS (000)						
MARKET		FORECAST PERIOD				
		1979	1980	1981	1982	1983
B.C. Residents	H	635	670	710	750	790
	L	525	540	555	575	595
Other Canadians	H	495	520	545	570	600
	L	405	415	425	435	450
U.S. Residents	H	315	315	315	310	310
	L	310	305	295	285	275
Other International	H	35	35	40	40	40
	L	25	25	25	30	30
TOTAL	H	1,480	1,540	1,610	1,670	1,740
	L	1,265	1,285	1,300	1,325	1,360

3.4 Visitor Profiles

3.4.1 Traveller Characteristics

Table 12 summarizes the characteristics of travellers to the Okanagan-Similkameen Tourism Region. The age distribution of B.C. resident visitors to the Region is typical of B.C. travellers but among visitors from outside of B.C., there is a relatively high percentage of children. The male/female distribution shown is for "respondents" only, not for all party members. There is probably a bias toward males who would tend to respond to a survey as head of a family or party. Nonetheless, the differential between men and women is substantially greater for this Region than for B.C. as a whole. The educational level of resident travellers to the Region is somewhat below average but this is not reflected in the income distribution which is about average for all resident travellers. This fact can be attributed to the relatively high proportion of males in this group. Among visitors from outside the province, there are more middle income families and fewer in the higher and lower income groups than average for visitor groups.

3.4.2 Trip Characteristics

Table 13 summarizes the characteristics of trips to the Okanagan. Among resident visitors, party size is a little below average and the proportion of parties with children is also a little lower than average. On the other hand, parties from outside the province are a little larger than average and are more likely to include children. Pleasure is by far the most important reason for travel to the Region for all groups and there are relatively few business travellers. The preponderance of vacation travellers is indicated by the large proportion of recreational vehicles used and the preference for campgrounds, as well as cottages and cabins. Swimming and boating and golf are popular with summer visitors. The Region's ski resorts attract a relatively high proportion of Americans and

TABLE 12

TRAVELLER CHARACTERISTICS : OKANAGAN-SIMILKAMEEN

Characteristics	MARKET				All Visitors
	B.C. Residents	Other Canadians	U.S. Tourists	Other Int'l	
Age: %Under 18	27	23	26	15	25
18 - 24	16	10	8	11	12
25 - 34	22	18	12	19	18
35 - 54	24	31	30	36	28
Over 54	11	18	24	19	17
Sex: % Male	58	NA	NA	NA	58
Female	42	NA	NA	NA	42
Education: % Public School	36	NA	NA	NA	36
High School	40	NA	NA	NA	40
Technical/Vocational/Jr. College	5	NA	NA	NA	5
University	18	NA	NA	NA	18
Family Income: % Under $10,000	11	8	7	18	9
10,000 - 20,000	47	33	35	16	39
Over 20,000	42	59	58	66	52

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

TABLE 13

1

TRIP CHARACTERISTICS: OKANAGAN-SIMILKAMEEN						
CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Party Size:	Average Number of Persons	2.4	2.9	3.3	2.7	2.8
Party Composition:	% Single Adult	23	5	5	5	13
	Several Adults	47	55	55	55	51
	Adults with Children	30	40	40	40	36
Trip Purpose:	% Business	5	8	5	3	6
	Personal	11	2	2	-	5
	Pleasure	85	91	94	97	89
Trip Duration:	Average Nights per Party	4	11	16	34	10
Nights in Region:	Average per Party	3	4	3	4	3
Type of Transportation:	% Auto	80	77	68	46	76
	Recreational Vehicle	9	21	26	13	17
	Bus	4	*	1	6	2
	Air	5	2	3	31	4
	Rail	-	*	*	3	*
	Boat	-	-	-	-	-
	Other	2	*	2	1	1

TABLE 13 (Cont'd.)

2

Trip Characteristics (Cont'd.)					
CHARACTERISTICS	MARKET				ALL VISITORS
	B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Accommodation: % Hotel	7	4	7	13	6
Motel	12	35	39	39	26
Friends and Relatives	35	24	11	14	26
Cottages/Cabins	13	1	1	*	6
Public Campgrounds	6	14	13	11	10
Private Campgrounds	23	21	26	20	23
Other	4	1	3	3	3
Activities: % Business	12	8	5	3	9
Convention	4	NA	NA	NA	4
Shopping	48	23	21	27	33
VFR	65	33	11	26	42
Sightseeing	46	47	55	90	49
Camping	24	16	18	15	20
Fishing	11	6	6	12	8
Hunting	4	*	*	*	2

TABLE 13 (Cont'd.)

3

Trip Characteristics (Cont'd.)

CHARACTERISTICS		MARKET				
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	ALL VISITORS
Activities:	% Boating	16	11	6	15	12
	Skiing	9	4	1	1	5
	Golf	9	NA	NA	NA	9
	Visiting Museums and Historic Sites	8	NA	NA	NA	8
	Attending Festivals and Events	19	18	18	33	19
	Swimming	NA	17	18	26	18
Expenditure:	% Accommodation	15	19	27	19	19
	Meals	21	23	25	16	22
	Groceries	12	12	11	7	12
	Transportation	28	22	21	11	24
	Recreation and Entertainment	7	6	6	9	7
	Shopping and Souvenirs	15	7	9	27	11
	Other	2	11	1	11	5
Average/Person/Day (1979 Dollars)		$18.00	$18.00	$16.00	$29.00	$18.00

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
Reports on Specialty Markets Sponsored by T.I.D.S.A.

skiers from other parts of the province as well. Other Canadians though are more attracted to the ski resorts further east.

The expenditures per person per day are about average for B.C. residents. The pattern of expenditures are fairly typical though "groceries" are a higher proportion of total expenditures than average, probably due to the number of campers among the visitors.

3.5 Development Implications

3.5.1 General Marketing

As mentioned in the Market Forecast above, long term growth of tourism in the Okanagan-Similkameen Tourism Region will depend on broadening the Region's tourist base. The current level of spending by tourists in the Region indicates that emphasis should be placed on revenue generating facilities rather than on the traditional auto touring, camping facilities. In particular, resort hotels offering specialized activities such as golf or horseback riding and promotion of convention business and package ski tours would attract the desired markets. In the course of their 1979 survey of visitors to B.C., B.C. research asked respondents to list their particular likes and dislikes about the regions they visited. The scenery and the weather were most often cited as "likes" by visitors to the Okanagan. Most complaints were of driving conditions such as "driving habits", "traffic", and "signs". Prices, especially gas prices were often mentioned as "dislikes". Cleanliness was generally appreciated. There was mixed reaction to campsites, restaurants, beaches and resorts, though favourable reactions were slightly ahead of unfavourable ones.

3.5.2 Accomodation Requirements

In 1978, 1,372,000 tourists chose the Okanagan-Similkameen Tourism Region as their destination. These, together with persons passing through the Region en route to other destinations, spent an estimated 4,739,000 person/nights in the Region. The 1983 forecast of person trips results in an estimate of 4,700,000 to 6,130,000 person/nights. As can be seen, a general slowdown in growth of tourism to the province, as assumed by the low forecast could result in virtually no change in person/nights spent in the Okanagan. Assuming accommodation preferences do not change over the next few years, tourists to the Region will spend between 1,469,000 to 1,899,000 person/nights in commercial roofed accommodations in 1983 and 1,538,000 to 1,999,000 person/nights in campgrounds.

In 1979 there were 5,337 hotel/motel units in the Region. An estimated 16-17% of the available room nights were occupied by work crews or semi-permanent residents and total occupancy was about 59%. To achieve a more economic average occupancy level of about 65%, a net addition of only 586 new units will be required by 1983 if the high forecast is achieved. This figure may be somewhat misleading, however. For example, the current rather low occupancy rate is due in part to a relatively high ratio of guests per room. A shift to party sizes closer to the provincial average could increase demand for hotel/motel units substantially. Other factors such as an increase in average length of stay in the Region or a shift toward destination oriented vacations will have an impact on demand for hotels and motels in the resort or other main destination centres of the Region. Such a shift could result from successful implementation of the development strategies delineated elsewhere in this report. Finally, the recommended additions are net of any reduction in plant due to shutdowns of marginal operations. In short, whereas considerable new plant could be supported, it must be accompanied by sound market strategies if economic occupancy rates are to be achieved.

The number of campsites in the Region was 6,101 in 1979. Assuming an average length of season of 154 days, the occupancy rate attributable to tourists was about 51%. In fact, the average occupancy of public campgrounds was about 60%. However, the above figure does not take into account work crews and other semi-permanent residents. Sixty per cent occupancy is quite high for campgrounds and suggests considerable crowding at peak periods such as long weekends. If the high forecast is achieved, an additional 1,678 units will be required to maintain the current occupancy rate. However, as suggested above, some shift to other modes of accommodation may take place easing the overcrowding apparent in some areas.

4.0 ROLE OF TOURISM, ISSUES AND CONCERNS, AND LOCAL OBJECTIVES

4.1 Introduction

Chapter 4 examines the social component of tourism in the Region. Current developments in the Okanagan-Similkameen Tourism Region are described, along with the general attitudes found towards the tourism industry as well as tourism strengths and opportunities as perceived by residents of the area; and the issues and concerns related to tourism development. At the end of the chapter locally defined tourism objectives are listed. Discussions held during, and briefs received at, the three public forums held in the Okanagan-Similkameen Tourism Region provided all the information and data for this chapter. A total of 80 individuals and 74 groups attended the forums, and 36 briefs were submitted. Government and municipal groups were represented as were numerous associations, societies and private individuals.

4.2 General Attitude Towards Tourism

A variety of opinions towards the tourism industry was found in the Okanagan-Similkameen Tourism Region. They ranged from criticism to indifference to tolerance. Forum participants reported that, in the Region many sectors of the community show an apathetic attitude towards tourism. They do not feel that promotion is needed since they believe that tourists will continue to come with or without it. In the busy tourist centers like Penticton, residents complained about the influxes of tourists on summer weekends and the accompanying noise, traffic and rowdiness. There have been problems in Penticton with drugs, minor crimes and "riots", and young transients are generally unwelcome. Some forum participants mentioned that their towns have somewhat of a Carnival atmosphere in summer, but in general, residents seem to have adapted quite well. There were few complaints heard about overcrowding, especially on the beaches where residents compete with tourists for space. There were minor fears expressed over damage to fruit trees by tourists and worsening of the Okanagan Valley's water quality problem as side effects of the influxes of tourists. Some residents felt that their taxes are higher because of tourism requirements and that tourists are catered to at the expense of local residents. In Penticton it was mentioned that social services are taxed by the increase in the summer population, especially the hospital, and that pressure on local water supplies and sewage disposal is greatly increased. It was also mentioned that the relationship between most residents and tourists is highly commercialized. There seems to exist a desire in much of the Region for a levelling off of summer tourism and for the season to be extended in other months.

On the more positive side, the economic benefits of the tourism industry are appreciated and it is seen as a good, clean alternative to factories. It provides employment, albeit only in the summer, as well as more facilities for local residents, especially the retirees, to enjoy.

4.3 Perceived Tourism Strengths, and Opportunities

4.3.1 Perceived Tourism Strengths

According to local residents, the strengths of the Okanagan-Similkameen Tourism Region are its mild climate, scenery, beaches and fruit orchards. Access to the area is good, by road via Highways 97 and 3 and by air from Vancouver and Alberta. The accommodation sector is also adequate at present, although sometimes strained in the summer. The Okanagan-Similkameen Regional

District worked out the number of accommodation units in their towns per 1000 people. For example:

Penticton	68.8	Vancouver	18.9
Kelowna	24.5	Kamloops	27.5
Vernon	41.8	Prince George	15.0

There are many outdoor recreation possibilities, notably water recreation in the summer on the lakes and rivers, and skiing in the winter at Big White, Apex Alpine, Silver Star, Tillicum Valley, Lost Mountain, and Mount Baldy.

Each area promotes its own special attractions. In the north, Vernon has the historic O'Keefe Ranch and is near the Tillicum Recreation area and Silver Star Mountain. Water recreation is available, such as sailing, scuba diving, waterskiing and windsurfing. Okanagan College (which can be used for industry upgrading courses) is also situated in Vernon.

Further south, Kelowna, on Okanagan Lake, is near Big White and Lost Mountain. The town has two annual festivals, an annual regatta and a theatre group. Penticton, also on Okanagan lake, is near the Vaseux Lake Game Sanctuary and east of Brent Mountain. It has the upgraded Peachbowl Convention Centre and is near the Okanagan Game Farm. In the area west of Penticton, the Upper and Lower Similkameen Indian bands offer outdoor recreation, annual rodeos and barbecues which attract tourists.

4.3.2 Perceived Tourism Opportunities

Forum participants felt that the Okanagan-Similkameen Tourism Region could become a major destination area if more high quality travel generators are developed. Many suggestions were received as to general development opportunities. A popular suggestion was the development of lake boats on Okanagan Lake offering scenic trips to tourists. The further development of ski areas so as to be able to compete in the world market was mentioned as a good possibility by a number of forum participants. Many participants believed that road access to all ski areas needs improvement. Many suggestions were made for further promotion and development of the fruit growing industry; canning, dried fruits and candy.

Many forum participants had specific ideas for development opportunities in their areas. Vernon representatives suggested the development of Kalamalka Lake Park and the expansion of heritage facilities like O'Keefe Ranch. They also would like more golf and tennis facilities. Kelowna representatives believe that Pandosy Mission should be designated a provincial historic site. Other suggestions were a summer arts festival, an orchard museum and summer bus tours to the orchards and historic sites. It was also felt that a sport fishing industry could be developed through a hatchery and lake stocking program. In the Penticton/Osoyoos area possibilities include the expansion of the Vaseux Game Sanctuary to include trails, viewing stations and a nature house and the development of the old C.P.R. track from Okanagan Falls to Osoyoos as a trail. In Penticton, also, "theme" tours were suggested, e.g., orchard tours, alpine flower tours and game farm tours. Residents also feel that the proposed Community Recreation Centre is a good opportunity since it could house potential attractions. Finally, the Native Indian Bands of the Lower Similkameen are considering the development of a summer resort in the Ashnola.

4.4 Issues and Concerns Regarding Tourism Development

The major concerns expressed at the public forums held in the Okanagan Valley related to environmental preservation. It was felt that special status should be given to Brent Mountain and Greystoke Plateau. There was concern expressed over the high altitude and clear cut logging practices of forestry companies, and fear over the potential impact of uranium mining in the valley. While Eurasian milfoil is a problem which must be solved, many people were against the use of the pesticide 2-4-D, especially near water supplies. Water supply and quality is also a major problem in the Okanagan Valley and fears were expressed that tourism might exacerbate the situation. It was also felt that watersheds in semi-arid areas should receive protection.

The possibility of land use conflict with the industrial and residential sectors was mentioned. Most participants felt that agriculture should not be forsaken for tourism, but that the industries should be compatible. Many people are also against the subdivision of range-land into real estate holdings. Finally, a number of residents stressed the point that the area should not be oversold if adequate infrastructure is not in place.

4.4.1 Seasonal Aspects

The Okanagan-Similkameen Tourism Region is known primarily as a summer destination. The only months local hotels and motels have over 80% occupancy are July and August. Towns like Penticton are close to reaching their maximum in terms of preferable numbers of tourists during the summer. Most residents would like to see the tourism season extended into other months. One possibility for doing this is to offer off-season package tours and promote further the convention industry. However, the sector with the most promise is probably the further development of the Region's ski potential.

4.5 Perceived Weakness as a Tourism Area

The Okanagan-Similkameen Tourism Region has few weaknesses as a tourism area. Some improvements could be made in the transportation sector since rail connections are poor and road upgrading would eliminate occasional bottlenecks on Highways 97, 97B, 3 and 3A. New highways to link the Lower Mainland and Merritt to the Peachland/Summerland area were suggested, and some participants felt that a larger regional airport than the one at Penticton is needed. Signage in the area could be improved as well.

In the accommodation sector, more camp and recreational vehicle sites could be used, and Penticton is looking forward to a first class hotel being built to house convention delegates. Some Kelowna representatives want more accommodation built in their town, but others disagreed since it would be underutilized the rest of the year.

4.6 Tourism Linkages

Most groups which participated in the public forums supported tourism and many are already involved. The Chambers of Commerce of Penticton, Vernon and Kelowna are enthusiastic and put forward possible development plans. Arts and museum groups feel that cultural attractions would draw tourists and are willing to help in the expansion of this sector. The Kelowna and District Arts Council would aid in the development of a summer arts festival. The Similkameen Indian Bands are also interested in getting more involved with the tourism industry and have ideas in mind.

4.7 Locally Defined Tourism Objectives

A number of objectives relating to future tourism development in the Okanagan-Similkameen Tourism Region surfaced from discussions and submissions at the public forums. Although some opposition might exist, these objectives were brought up a number of times and seem to be fairly commonly held.

- Ensure a tourism industry which is compatible with environmental preservation.
- Provide special status for environmentally sensitive areas.
- Develop a year-round tourism industry in the Okanagan-Similkameen Tourism Region and extend the length of stay.

- Develop further the Region's ski potential.
- Ensure that tourism development is compatible with the agricultural industry and develop agriculture as a tourist attraction.
- Improve road access where necessary.
- Improve accommodation facilities where necessary
- Study the possibility of establishing a Water Authority for control and monitoring of water supplies in the Okanagan Valley.
- Develop more tourist generators in the Region and more cultural and historic activities.
- Implement an educational program for local residents concerning the benefits from the tourism industry.
- Provide and encourage the use of more training courses for tourism employees.
- Protect the Kettle Valley Railroad right-of-way as a recreation corridor.
- Develop more tourism destination area packages into and for the Region.

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Introduction

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of the government and private industry sectors.

The tourism industry in British Columbia has been characterized by fragmented growth and lack of planned development. The relatively uncoordinated development of the province's natural, historic and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

Another significant concern in tourism planning in British Columbia that is quite apparent is multiple resource use conflicts. There are well recognized conflicts between the forest industry, hydro development, mining industries, highway development and others with tourism. Often these concerns are amplified because of the visibility of the resource activities on the mountain slopes and intensive use of the valley bottoms for settlement, transportation, recreation and water storage. The result is that British Columbia requires, due to its geography and resources, a more integrated resource management approach and systematic planning of its tourism resource base than now exists. Today's tourism industry suffers in many areas from a lack of good planning which is reflected by a lack of high quality facilities, especially in the rural areas, a resource base that has been seriously compromised, and little economic advantage being taken of the resource opportunities. The tourism industry has had little effective means for increasing its role in resource management and developing a planning mandate.

The industry's uncoordinated development coupled with a heretofore lack of strong leadership and direction from the provincial government has also resulted in a limited understanding and recognition of the importance of the industry by resource management agencies and the various levels of government. The provincial tourism strategy will provide comprehensive short and long term direction for the public and private sectors of the tourism industry.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to indicate its long range goals and objectives, identify programs required to meet these goals and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry. In so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support. Second, the regional plan will provide a basis for integrating its own activities, and enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its actions. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

In the following chapter, a framework for the preparation of a tourism development strategy is developed followed by a review of the provincial strategy or policy statement and the development of a development strategy for the Okanagan-Similkameen Tourism Region.

5.2 Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to government agencies, private tourist operators and local residents into a co-ordinated program that optimizes the "public good" derived from the development and use of the natural and man-made resources to a region. Hence, it is a necessity that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness and allocates basic priorities to them. Only in such a manner can the final choices and directions embodied in the approved tourism development plan be explained and justified.

A comprehensive process has been used in the preparation of the regional tourism development strategy for the Okanagan-Similkameen Tourism Region. Specifically, the steps in this planning process were:

a) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the Region;

b) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;

c) the establishment of guidelines, principles and policies which defined the acceptability of alternative courses of action within the existing planning context;

d) the identification and assessment of appropriate development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the Region;

e) identification, evaluation and selection of a regional development concept;

f) determination of appropriate sub-strategies for the implementation of the development concepts.

5.3 Provincial Tourism Development Strategy

The provincial tourism strategy prepared in 1979 identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged:

> "To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation."

This policy statement recognized several provincial-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur with the existing rather fragmented tourist facilities and services to become a more centralized, concentrated destination travel industry oriented toward specific resident and non-resident market sectors. The direction of the tourism industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short sighted approach and low capital investment characteristic of previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the social carrying capacity of an area.

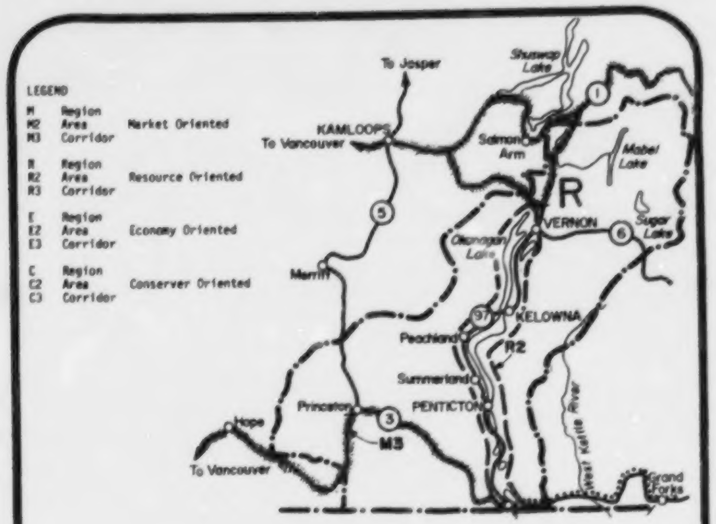
Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions and parts of regions where warranted. For each sub-strategy, an appropriate development and implementation approach is identified. As shown in Drawing No. 4, the resource-oriented sub-strategy has been recommended for the Okanagan-Similkameen Tourism Region. The planning strategy recognized the dominance of the Okanagan Lake system and the strong summer tourism market. There is a need for major four season attractions to strengthen the tourism sector. However, environmental studies are required to ensure that the carrying capacity of the system is not exceeded. Generally the capability of the particular resources are to be used in determining the location and intensity of future development and the growth of the industry in the Region. A market orientation should be considered for the travel corridor from Princeton to Vernon to take advantage of the existing high traffic volumes and natural resource opportunities.

As identified in Drawing No. 4, the resource approach to tourism development was derived as a result of the Region's abundance of high quality water-based resources and their traditional popularity with Lower Mainland and Prairie Province markets. Also highlighted within the Region are the tourism destination areas centred on Vernon, Kelowna and Penticton. Emphasis was also placed on the Highway 3/97/1 circle route linking these three centres with Kamloops and Vancouver. The management of the water-based resources was considered important as this is the key factor in maintaining the attractiveness of the lake system in the central part of the Region for traditional markets. Further emphasis was given to upgrading existing infrastructure and the development of off-season opportunities. Since the lower Okanagan Lake area is approaching its social and physical carrying capacity, only developments that are not shoreline intensive are to be encouraged. Attention is to be given development opportunities that will broaden the market appeal of the relatively lesser developed areas in the north of the Okanagan Lake system around Vernon and in the south of the Region around Osoyoos.

The Implementation Strategy is the third component of the provincial tourism development strategy and is essentially concerned with the type and timing investment required to achieve the provincial tourism objectives on a region, area, and corridor basis. The intent of the Implementation Strategy is to indicate the role of the public and private sectors. Because of the existing high levels of private sector investment and the apparent availability of private funding for tourism establishments, a free enterprise implementation strategy is proposed. Infrastructure projects should be undertaken in the northern and southern areas of the Okanagan Valley. Essentially, development proposals that meet the objectives of the provincial strategy will receive support as they are perceived to be protecting the high quality water resources of the Region.

The Thompson/Shuswap Tourism Region to the north and the Kootenay Boundary Tourism Region to the east have been assigned a conserver orientation with future development to respond to market pressures and local/regional needs. It is likely that as the

Provincial Strategy and Regional Application

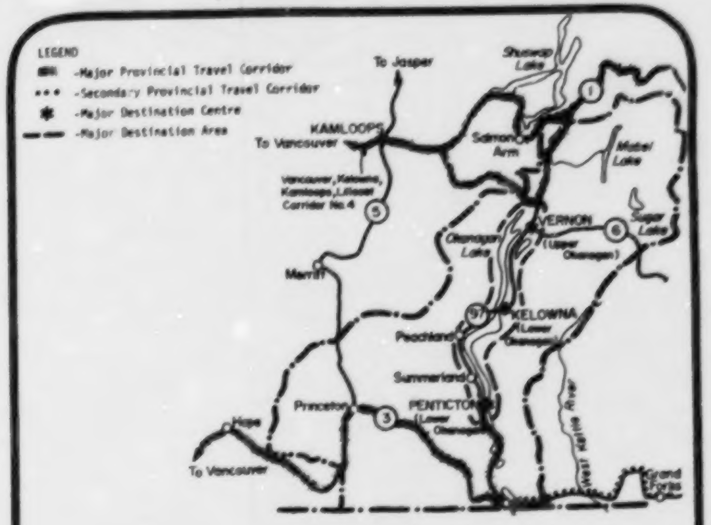


Planning Strategy

This region is dominated by the Okanagan Lakes and a strong summer tourism market. Here a resource orientation to planning proposed due to the need for major four-seasons attractions. However, environmental studies, are required to ensure that the carrying capacity of the area is not exceeded. A market orientation should be considered for the travel corridor from Princeton to Vernon to take advantage of the existing high traffic volumes and natural resource opportunities.

Resource Oriented Sub-Strategy

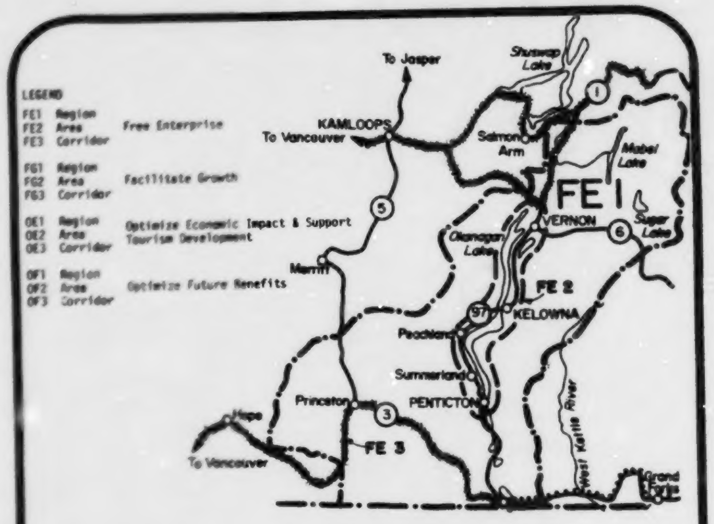
> The intent is to identify high quality and high capability tourism resources and to use their capability and proximity to other resources to develop major tourism/recreation development nodes or destination areas.
>
> Resource characteristics will determine the intensity of future developments and resource deterioration is to be minimized.



Development Strategy

The Provincial Tourism strategy identified specific development concepts for consideration at the regional scale. Presented below is the concept the Okanagan-Similkameen Tourism Region.

To manage the water-based resources in order to ensure maintenance of the area's attractiveness as a regional tourism destination area. Traditional markets will continue to be accommodated in the central section of the region. Emphasis should be placed on upgrading existing infrastructure and the development of off-season opportunities. Since this section of the region is approaching its social and physical carrying capacity, only developments that are not land intensive should be encouraged. Opportunities to broaden the market appeal should be explored in relatively undeveloped areas such as Vernon and Osoyoos



Implementation Strategy

An implementation strategy of free enterprise is proposed for most of this region as the high levels of private sector investment confirm the relative ease of project approvals and private funding. Some segments of the region may require government assistance should regional projects such as the Kettle Valley Railway be pursued.

The free-enterprise implementation sub-strategy suggests a status quo, laissez-faire approach. It is specifically applicable to those areas of the province that have a high degree of private investment in the tourism sector and that do not require the assistance of TIDSA. It also would be applied to those areas of the province that do not have a role in the overall provincial tourism strategy and, therefore, would be given a lesser degree of priority. In essence, TIDSA would be in a responsive role as opposed to the creative role envisioned in other implementation sub-strategies.

Okanagan-Similkameen Tourism Region reaches its optimum development level, the orientation for these areas would shift to either a resource or economy oriented sub-strategy. To the west the Southwestern B.C. Tourism Region is assigned a market orientation in keeping with its major urban destination/international gateway function. The Okanagan-Similkameen Tourism Region will continue to be a significant destination area for markets generated from this Region.

5.4 Regional Tourism Development Strategy

A regional tourism development strategy for the purposes of this plan is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and development of the industry leading towards the establishment of priorities for resource development, program formulation and management procedures. The strategy is to reflect both government, community and private sector goals and concensus, be sufficiently broad in scope and flexible in approach to accommodate unforseen development and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.3 is well-suited to the Okanagan-Similkameen Tourism Region. More detailed research and analysis, however, has confirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the concerns for water quality and quantity in some areas, the difficulty of small communities in bearing the costs of service infrastructure and facility maintenance/operation needed by large influxes of tourists, forestry-recreation conflicts, a somewhat outdated accommodation base, limitations to sport fishing and transportation. A number of important opportunities have also been acknowledged including the positive local attitudes towards tourism in existing service centres, unique and accessible plant and animal communities, further development of heritage resources, additional capacity in the regional ski areas and several others.

Based on the various constraints, opportunities and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for the Okanagan-Similkameen Tourism Region (Figure 4). The Region-wide development concept or policy is:

> To continue development of the variety of tourism resources recognizing the constraints of the land and water systems in order to maintain the attractiveness of the tourism destination areas. A greater range of quality accommodation and active and passive leisure pursuits will be provided to broaden the existing market appeal and the seasonality of the Region. In an effort to disperse visitor concentrations now occurring in Penticton-Kelowna, future development should broaden the appeal and capacity of existing and proposed resort leisure developments in the northern and southern parts of the valley. Since concerns for environmental quality will likely limit future growth in Penticton and Kelowna, efforts should continue to upgrade tourism services, attractions and accommodation to meet market expectations. Opportunities for a variety of vigourous outdoor activities will be provided in the rugged highlands and mountains to take advantage of the available resources and markets for extensive recreation.

This policy statement outlines the rationale to guide the future preparation of development concepts for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts

Regional Development Strategy

Figure 4

Regional Development Concept	To continue development of the variety of tourism resources recognizing the constraints of the land and water systems in order to maintain the natural beauty values of existing and proposed tourism destination areas. A greater range of quality accommodation and active and passive leisure pursuits will be provided to broaden the existing market appeal and decrease the seasonal character of the region. In order to lower the high concentrations now occurring in the Penticton-Kelowna area, future development should broaden the appeal and capacity of existing and proposed resort leisure developments in the northern and southern parts of the valley. Since concerns for social capacity and biophysical quality of the lake shoreland, resources may limit future growth in Penticton and Kelowna, efforts should continue to upgrade tourism services, attractions and accommodation to meet market expectations. Further, opportunities for a variety of vigorous outdoor activities will be provided in the rugged highlands and mountains to take advantage of the available land resources and markets for extensive recreation.

Tourism Market and Trip Characteristics

Planning Unit Development Concept	PLANNING STRATEGY	PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL					GROUP MODE/ DURATION (days)		Implementation Strategy
		International	U.S.	Domestic	Provincial	Regional	Single/Family Groups	Package Tours	
WEST OKANAGAN PLATEAU The qualities and features of the natural environment and the ranching landscapes are to be maintained and the lakes protected from haphazard development to sustain existing patterns of use. Continue sport fishery management efforts to retain the units' status as a provincially significant fishing area with supporting campgrounds, second homes, lodges and maintain both road accessible and remote lakes.	Conserver	● Sp,S,F	● Sp,S	● Sp,S	● Sp,S,F	● Sp,S,F	● 2-7		Optimize Future Benefits
NORTH OKANAGAN VALLEY Establish Vernon as a regional tourism destination area offering a broad range of quality accommodation/tourism services land and water-based activities in a resort setting. Natural qualities of the lakes and the landscape to be protected from haphazard development. Adequate areas of high capability shoreline are to be set aside for public recreation development. Continue protection and enhancement of the sport fishery	Resource		● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● 2-7	● 2-7	Facilitate Growth
SOUTH OKANAGAN VALLEY Maintain status as a regional destination area, upgrading tourism services, accommodation and gateway functions with attention to biophysical and social carrying capacity. Penticton should develop a major theme attraction with additional development focused on boat tours, heritage/agricultural attractions. The orchard/agricultural and rural aesthetic character to be retained especially in the foreground and background views visible from travel and water influence zones. Continue protection/enhancement of lake fishery.	Resource		● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● 2-7	● 2-7	Free Enterprise
OKANAGAN HIGHLAND Maintain limited auto access status to protect lodge and remote fishing experiences and nature interpretation. Low impact land and water-based activities are acceptable uses. Explore possibilities for more intensive tourism development at desirable sites in the big White Alpine Ski Area.	Conserver	● Sp,S,F	● Sp,S,	● Sp,S,F	● Sp,S,F	● Sp,S,F	● 2-7		Optimize Future Benefits
VASEUX/OSOYOOS PLATEAU Upgrade and expand tourism services and accommodation base concentrating development in the Osoyoos/Oliver area. New resort areas to be dependent on adequate servicing and include on-site recreation facilities to meet market requirements. Offer further amenities to appeal to retirement markets and expand development in the Mt. Baldy ski area for winter use. Maintain scenic appeal of the semi-arid valley and plateau landscapes, protecting and interpreting the unique desert communities and the national wildlife area.	Resource	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● 2-7	● 2-5	Facilitate Growth
SPALLUMCHEEN VALLEY Maintain the traditional agricultural character of the unit. Expand tourism services, camping and roofed accommodation in response to market demands. Support the further development of the O'Keefe Ranch as an active heritage attraction and destination. Continue to upgrade the mountain and base facilities and expand the skier capacity of Silver Star Alpine Ski Area and the Tillicum Valley Ski/amusement area using Vernon as the accommodation base.	Market		● W,S	● Sp,S,F,W	● Sp,S,F,W	● Sp,S,F,W	● 2-7	● 2-7	Free Enterprise
SHUSWAP HIGHLAND Maintain the existing character of the unit as a land and water-based outdoor recreation area largely for regional residents. Expand the range of provincial park and forest service recreation area facilities, including backcountry hiking, boating/canoeing. Camping and second-home areas may be established around Mabel Lake. Take needed action in the management/protection of important wildlife/fisheries components and natural beauty and watershed values of the unit.	Resource				● W,F	● Sp,S,F,W	● 2-5		Free Enterprise
MONASHEE RANGES Protect the scenic mountain wilderness character sport fish and wildlife resources of the unit. Maintain existing uses such as heli-skiing, guided/unguided hunting and backcountry unroaded recreation.	Conserver					● S,F	● 2-5		Optimize Future Benefits
HOZAMEEN RANGE Upgrade tourism facilities and services in order to establish Princeton as a local tourism centre servicing highway corridors 3 and 6, the Similkameen recreational waterway and the mountain/plateau/lake hinterland. Opportunities for camping, hiking, trail riding and crosscountry skiing should receive attention along with the interpretation of the mining/mineral elements.	Resource		● S	● Sp,S,F	● Sp,S,F	● Sp,S,F,W	● 1-5	● 1-2	Free Enterprise
SIMILKAMEEN/OKANAGAN RANGE Maintain the existing rugged natural character and encourage backcountry lodge/commercial outfitters to operate in the unit using water-based opportunities for canoeing/kayaking and the land-based capability for hiking, trail riding, mountain climbing and wildlife photography. Protect the natural beauty values and mountain environment in Cathedral Park.	Resource	● S,F	● S,F	● S,F	● S,F	● Sp,S,F	● 1-7		Free Enterprise

Planning Unit	PRIMARY TRIP PURPOSE							TRANSPORTATION MODE ALTERNATIVES					
	Four Season Vacation Resorts	Non-Urban Scenic Touring	Urban Site-Seeing	Special Purpose Recreation	Experience New Cultures & Lifestyles	Warm Weather Outdoor Recreation	Cool Weather Outdoor Recreation	Fly/drive	Rail	Auto/Bus	Boat	Boat/auto	Boat/rail
WEST OKANAGAN PLATEAU		●		●		●		●		●			
NORTH OKANAGAN VALLEY	●	●		●		●	●	●		●			
SOUTH OKANAGAN VALLEY	●	●	●	●		●	●	●		●			
OKANAGAN HIGHLAND		●		●		●		●		●			
VASEUX/OSOYOOS PLATEAU	●	●		●		●	●	●		●			
SPALLUMCHEEN VALLEY	●	●		●		●	●	●		●			
SHUSWAP HIGHLAND		●		●		●	●			●			
MONASHEE RANGES				●		●				●			
HOZAMEEN RANGE		●		●		●	●	●		●			
SIMILKAMEEN/OKANAGAN RANGE		●		●		●				●			

Planning Unit	ACTIVITIES AND EXPERIENCES								
	Boating/Canoeing	Fishing	Other Water Sports/Activities	Alpine Skiing/ Cross-Country Skiing Heli-Skiing	Hunting/ Wildlife Viewing	Structured Outdoor Recreation Activities Golf, Tennis	Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking	Historical Attractions/ Cultural or Popular Events	Special Features or Developments
WEST OKANAGAN PLATEAU	●	●	●		●		●		
NORTH OKANAGAN VALLEY	●	●	●	● ●		●	●		
SOUTH OKANAGAN VALLEY	●	●	●	● ●		●	●	●	●
OKANAGAN HIGHLAND	●	●		● ●	● ●				
VASEUX/OSOYOOS PLATEAU	●	●	●	●	●	●	●	●	●
SPALLUMCHEEN VALLEY	●	●		● ●	●		●	●	
SHUSWAP HIGHLAND	●	●		●	● ●		●		
MONASHEE RANGES		●		●	● ●		●		
HOZAMEEN RANGE	●	●		● ●	●		●	●	
SIMILKAMEEN/OKANAGAN RANGE	●	●		●	●		●		

for each of the 10 planning units (see Figure 4) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach to tourism growth in the development guidelines and principles to be followed. These statements will indicate tourism development intent within the planning horizon and accordingly should be included in integrated resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach a range of alternatives capable of application by various levels of government and the private sector can be evaluated or judged as to their contributions to the goals of the Region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to the possible benefits and potential conflicts that will arise. Within the tourism industry it has become clearly evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. A systems approach, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation from government agencies.

In promoting the orderly and economic growth of the planning area from a tourism perspective, the policies, tourism markets and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, to the identification of existing and future market opportunities, and to safeguard environmental quality, heritage elements and the social and economic benefits for the Region. It is anticipated that tourism will continue to exercise a significant influence on the course and direction of economic development in the areas where it is currently strong and will also exert a greater influence on regional planning throughout the study area.

In order to achieve a reasonable amount of flexibility in the plan to compensate for the diversity of conditions in the Region, an attempt is made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific individual use areas. While the development strategy provides a degree of flexibility, major technological advances and changes in the energy situation could develop which might affect the programs and policies and development of the plan. Therefore, the policy statements for the Okanagan-Similkameen Tourism Region should be reviewed at regular intervals (possibly every five years) and provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the Region.

In Figure 4, Regional Development Strategy, the development concept for the Region and each of the 10 planning units are outlined and the projected tourism markets and characteristics identified. Further, through the matrix, the planning and implementation strategies to be considered in realizing the development concept are shown. It is noteworthy that virtually all the landscape/planning units will continue to attract traditional North American markets with only four units capable of attracting significant international markets and these are dependent on the natural resource attractions. Four of the units have resources and supporting amenities that will attract markets on a four-season basis while those five units on the main travel corridors are considered suitable for accommodating package tour visitors for short and extended periods.

In terms of primary trip purpose, there are few units (only 4) that have the varied land and water capabilities to support four-season vacation resorts. All landscape units with the exception of the remote Monashee Ranges have natural scenic touring potential, while only the South Okanagan Valley has any urban sight-seeing potential. A wide variety of special purpose recreation activities are available in the Region from sport fishing and alpine skiing to mountaineering, boat cruising and whitewater canoeing/kayaking. There are a number of different lifestyle examples in the Region, e.g. ranching, mining, fruit growing, dairy farming, although visitors are not given the opportunity to participate in them except in a peripheral manner.

In the next five years and beyond, it is likely that access to the Region will continue to be primarily by automobile. However, a growing proportion of visitors will come as part of package vacations using fly/drive modes (using the Kelowna regional or Vancouver international airports) or bus tours. The winter ski market and the four season resorts of the North and South Okanagan Valleys and the Vaseux/Osoyoos Plateau will be the prime beneficiaries of this change.

As illustrated in the "Activities and Experiences" column, the Region is particularly strong in the water-based opportunities. The range of recreational experiences is considerably broadened by the presence of alpine skiing, structured facilities and active land-based capability in discrete areas of the Region.

As previously outlined in this chapter (Section 5.3) there are a number of approaches that may be taken to guide and encourage tourism development within the Region. This is necessary as there is considerable variation in the types of investment opportunities available in the various landscape/planning units. A "free enterprise" strategy is proposed for five units which generally indicates the degree of entrepreneurial interest that can be generated by the private sector. A "facilitate growth" approach is suggested for the North Okanagan Valley and the Osoyoos Plateau in an effort to spur the development process and thus disperse visitor pressures more equitably throughout the central valley.

An "optimize future benefits" strategy is proposed for three units to protect their landscapes and the sensitive sport fishery resources.

In keeping with the intent of monitoring environmental quality and not exeeding the capacity of the resource base, all but one of the landscape units are to be planned from a resource or conserver orientation.

It is anticipated that the scope and intent of the regional development strategy and concepts will establish a general framework within which future development may be directed by indicating what tourism markets are to be pursued, where the main types of tourism activities should occur and how they should be developed. This framework has been planned taking into account a wide variety regional concerns affecting the orderly economic growth of the area.

6.0 REGIONAL TOURISM DEVELOPMENT PLAN

6.1 Introduction

The purpose of Chapter 6 is to highlight and describe the facility make-up of the regional plan, to identify specific guidelines and principles in the development of the Plan and to outline priorities and phasing programs. In addition, specific recommendations are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

In previous chapters, an assessment of supply, demand, market analysis and local attitudes, perceptions and policies was undertaken. This was followed by the development of a regional strategy, outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning area development concepts as outlined in Chapter 5.

6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Okanagan-Similkameen Tourism Region. The guidelines and principles have been divided into three areas, namely, planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

A. Planning

i) Although the tourism industry is dependent upon the availability of recreational facilities, destination resorts and attractions, the primary purpose of this Plan is not just to identify opportunities for recreational developments. The intent of this study is to recommend a strategy for the growth and development of the tourism industry of the Okanagan-Similkameen Tourism Region through the identification of tourism developments and programs required to match plant capability with resource potential and market demands.

ii) The tourism development plan resulting from this study is to be a region-wide Plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the strategy does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both public and private sector consideration, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy.

v) The Plan will reflect a sensitivity to the expectations and attitudes of local residents toward tourism and tourism development, especially in Penticton, Osoyoos and the small communities. Through the consideration of social carrying capacities exhibited by these areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as ranching and agriculture, and will explore positive relationships between tourism and the growing retirement communities.

vi) The Plan will identify specific communities requiring improved streetscape appearance of the business districts and entrance areas; this is considered particularly important for communities on the main provincial and regional travel corridors.

vii) The significant recreation and tourism potential of the Region should be given serious consideration in the use and management of Crown Lands. In this regard, co-ordination among the various agencies and levels of government is essential.

viii) The type, character and market attraction of intervening opportunities, or tourism development proposed for other regions throughout the province and in Washington State, competing for the same markets was considered in the Provincial Tourism Development Strategy and has been further assessed in the development of regional plans.

ix) Greater availability of information on a multi-language basis is required to direct tourists concerning resorts, package tours, accommodation, special events and attractions. Assessment of specific types of audio-visual presentations are required at the major gateway cities and service centres.

x) The long range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the range and character of development opportunities recommended in the Plan.

xi) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource use, management or regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various resource use policies, plans and programs.

xii) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long term basis with short term reviews (5 years) assessing the strategy's continued suitability to local, regional and provincial requirements.

xiii) The Plan will recognize the need to have its recommendations and development proposals reflected in the plans of the Regional Districts of North Okanagan, Central Okanagan, Okanagan-Similkameen and Kootenay Boundary to generate support for their implementation on an integrated, rather than "piecemeal" basis.

xiv) The scenic character of valleys, adjacent mountain slopes and highlands, lake and river shorelines in areas with existing or proposed tourism/recreation use should be protected by the establishment of land use policies which recognize the scenic values.

xv) The development of new attractions should occur within designated tourism areas and ensure a wide variety of activities and a healthy four-season industry.

xvi) The Plan will stress that developers of tourist accommodation be required to provide private recreation facilities for their visitors. This planning concept is especially important in the major urban centres.

xvii) The Okanagan Basin Implementation Agreement and its continued assessment and implementation is considered an important component in maintaining the Okanagan Lakes system as a central and quality feature of the Region.

B. Development

i) The Plan will, wherever feasible, stress nodal development within specific tourism destination areas and provide a variety of primary and associated tourism opportunities.

ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This apsect is especially important in the establishment of tourism destination areas.

iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbance to other land uses especially in the valley corridors.

iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.

v) The Plan will recommend the upgrading of existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the sophisticated requirements of the target market segments.

vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each major destination/ centre with one or more major themes, giving it a distinct identity from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.

vii) Where warranted, the Plan will endeavour to increase the competitive position of the Region's tourism industry, by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments.

viii) Due to the very linear and congested transportation system in the Region, mass mode transportation to major tourism attractions, ski and destination areas from gateway and service centres should be explored and where feasible, emphasized. Such modes would also lessen the impact of future energy-related travel dislocations, as the Region has historically been very dependent on the automobile.

ix) Unserviced development should be restricted on lands adjacent to all water bodies until suitable servicing methods are determined.

x) Designation of access routes and backcountry outdoor recreation areas is required to ensure adequate areas are provided for these extensive recreation uses.

xi) The Plan recognizes that ongoing expansion of the existing plant will continue during the planning horizon of this report.

xii) Skiing has begun to develop into a significant winter activity. Given the number of ski areas in the Region and their limited level of development to date, this Plan does not support the development of another major ski-area. It is felt that the existing ski resources should be developed much further and the impact assessed before creating an additional area.

xiii) Four Regional Tourism Destination Areas, centred on the communities of Osoyoos, Penticton, Kelowna and Vernon have been designated in the Plan. In addition, two Outdoor Recreation Areas, one in the Similkameen and one in the Shusways Highlands have also been designated.

C. Market

i) The Plan will focus on increasing the industry's penetration of the Region's traditional markets by improving family attractions, by developing communities/resorts for retired and semi-retired people, and by expanding outdoor recreation opportunities where appropriate The Plan will also focus on developing true four-season destination resorts, extending the winter visitation based on skiing and catering better to major tour bus operation.

ii) Through a variety of avenues including cluster developments, theme associations, unique attractions, special events, market segmentation and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities.

iii) Even though the Plan will have some focus on the Region's traditional markets (i.e. family vacation), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and a flexibility for, accommodating shifts in the types and quality of activities, attractions and services required by traditional and other market segments.

iv) To ensure a continual commitment and use by traditional Lower Mainland, Prairie Province and regional markets of the planning area's tourism and recreation facilities, the Plan will strive to foster second home ownership and shared right-to-use schemes in areas where there is a suitable resource base and where the impact on other resource uses, such as forestry, sports fishing, ranching and agriculture can be minimized.

v) Similarily, the Plan will encourage a strong effort being placed in retaining and expanding Canadian, U.S.A. and international markets, through the development of a more competitive plant, the promotion of packaged tours and improved air access to international gateways.

vi) Extensive pressures for the use of day use recreation facilities are generated by both the local residents and regional markets. The Plan will recognize these potential use conflicts and strive to reduce competition through facility location, development and programming for particular interest groups.

6.3 Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination areas; tourism service centres; gateway cities; transportation routes/corridors; destination resorts, events and attractions; and parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning, policy development and future funding assistance programs on a regional, corridor and nodal basis. In establishing the hierarchy and the elements included therein, the study team has been cognizant of the following:

- Natural, physical, human, historical and cultural resources within the planning area.
- Existing tourism facilities/accommodations.
- Present travel trends, habits and activity preferences of resident and non-resident markets.
- Future needs and expectations of market segments.
- Local goals and objectives and recognition of local lifestyles.
- Goals and objectives of the study from both provincial and regional perspectives.

The hierarchy will assist in presenting a rationale for the Okanagan-Similkameen Tourism Region and allow easy comparison and analysis between tourism regions.

TABLE 14

HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Outdoor Recreation Areas

Tourism Service Centres

- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

TABLE 14 CONTINUED

HIERARCHY OF DEVELOPMENT

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes Including:
    - Scenic Drive/Route
    - Eco Tour/Route
    - Historic Route
    - Backcountry Route
    - Wild and Scenic River
    - Recreational Waterway

Tourism Destination Resorts,
Events and Attractions

- Summer Resorts
- Winter Resorts
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Local Events/Attractions

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix I.

6.4 General Description of Plan

In recent years, tourism has grown rapidly in the Region and, indeed, has become the key economic component of the Okanagan Valley portion of the Region. In certain areas, this growth has not been without problems.

Much of the growth has been auto-oriented so that with the expected decline in general auto touring, slower growth is anticipated, at least in the short run. In addition, substantial portions of the tourism plant are not suited to accommodate mass mode travel, nor of a sufficient quality to remain competitive. The Region is also most noted for its climate, and not its specific attractions. In this era of affordable charter flights to more exotic locales, climate alone is not good enough.

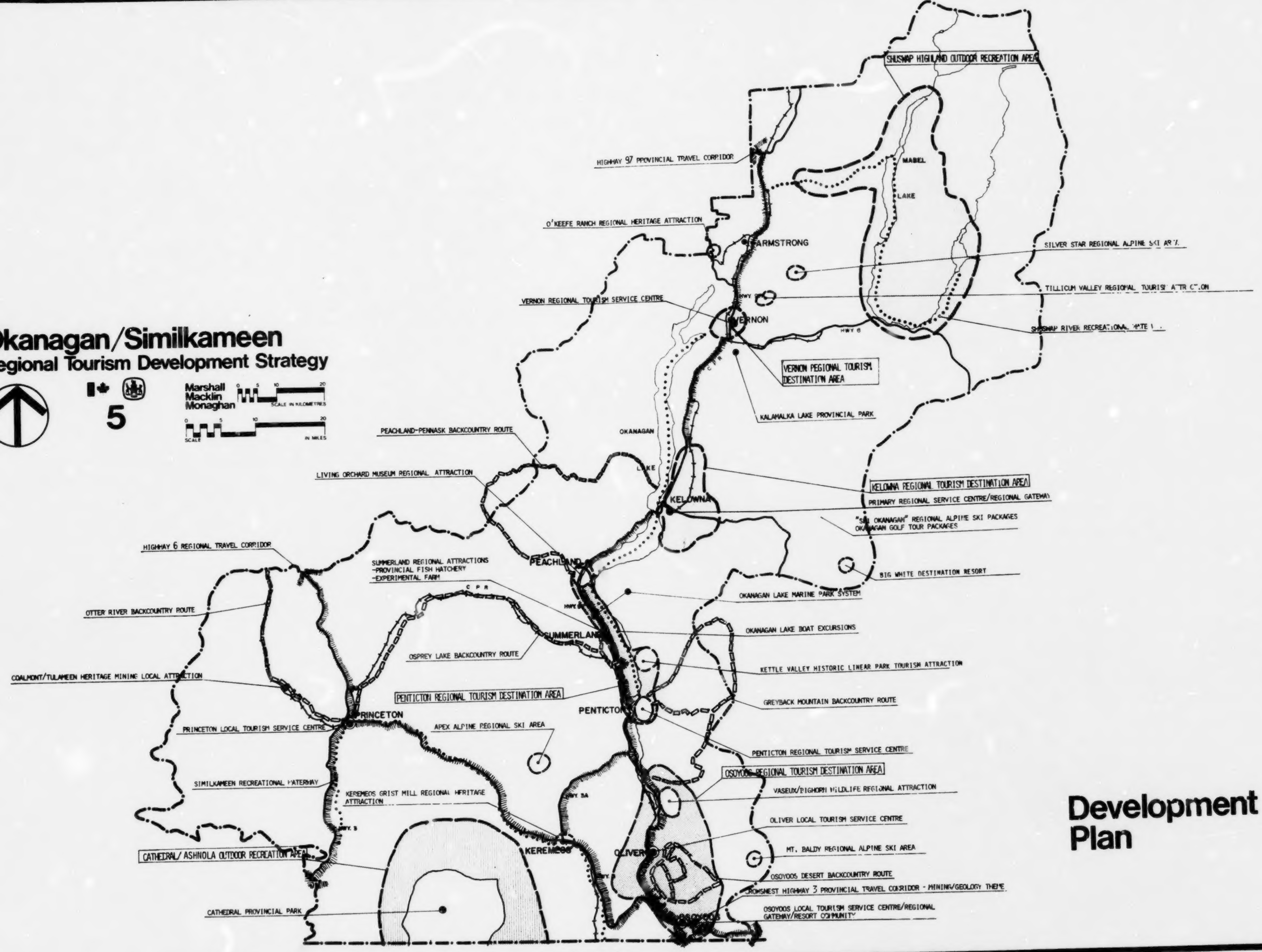
In order to offset any slowdown and to realize the transition of the Region from auto-oriented, family touring to one more in tune with future markets, implementation of a tourism plan that will stimulate development of new destination resorts, facilities and attractions in key areas of the Region, is required. It is anticipated that the Plan will help to smooth the seasonal economic "peaks and valleys" associated with the industry.

As outlined in Drawing No.5., an integral part of the tourism growth and provision of economic and social benefits will be the development of new and/or the expansion of selected destination centres and resort communities within specific geographic areas offering supporting facilities, attractions and events. Much of this development will be directed towards the north and south sections of the Region where the natural and heritage resources have considerable unused capacity and tolerance. Improved mass mode transportation will be required between the major recreation areas and the service and gateway centres in the Region. Education and training related to the tourism industry is needed. In particular, because of its long and established tourism development and its central position, the Region is seen as a good location for a major provincial hotel school. The demand for specialty tourism opportunities such as alpine skiing or extended golf vacations are also expected to increase substantially over the planning horizon.

Okanagan/Similkameen
Regional Tourism Development Strategy

5

Marshall
Macklin
Monaghan


SHUSWAP HIGHLAND OUTDOOR RECREATION AREA
HIGHWAY 97 PROVINCIAL TRAVEL CORRIDOR
MABEL
LAKE
O'KEEFE RANCH REGIONAL HERITAGE ATTRACTION
ARMSTRONG
SILVER STAR REGIONAL ALPINE SKI AREA
TILLICUM VALLEY REGIONAL TOURIST ATTRACTION
VERNON REGIONAL TOURISM SERVICE CENTRE
HWY 6
VERNON
SHUSWAP RIVER RECREATIONAL WATERWAY
HWY 6
VERNON REGIONAL TOURISM DESTINATION AREA
C P R
KALAMALKA LAKE PROVINCIAL PARK
OKANAGAN
LAKE
PEACHLAND-PENNASK BACKCOUNTRY ROUTE
LIVING ORCHARD MUSEUM REGIONAL ATTRACTION
KELOWNA REGIONAL TOURISM DESTINATION AREA
KELOWNA
PRIMARY REGIONAL SERVICE CENTRE/REGIONAL GATEWAY
"SKI OKANAGAN" REGIONAL ALPINE SKI PACKAGES
OKANAGAN GOLF TOUR PACKAGES
HIGHWAY 6 REGIONAL TRAVEL CORRIDOR
PEACHLAND
BIG WHITE DESTINATION RESORT
SUMMERLAND REGIONAL ATTRACTIONS
-PROVINCIAL FISH HATCHERY
-EXPERIMENTAL FARM
C P R
HWY 97
OKANAGAN LAKE MARINE PARK SYSTEM
OTTER RIVER BACKCOUNTRY ROUTE
OKANAGAN LAKE BOAT EXCURSIONS
SUMMERLAND
OSPREY LAKE BACKCOUNTRY ROUTE
KETTLE VALLEY HISTORIC LINEAR PARK TOURISM ATTRACTION
COALMONT/TULAMEEN HERITAGE MINING LOCAL ATTRACTION
PENTICTON REGIONAL TOURISM DESTINATION AREA
GREYBACK MOUNTAIN BACKCOUNTRY ROUTE
PENTICTON
PRINCETON
PRINCETON LOCAL TOURISM SERVICE CENTRE
APEX ALPINE REGIONAL SKI AREA
PENTICTON REGIONAL TOURISM SERVICE CENTRE
OSOYOOS REGIONAL TOURISM DESTINATION AREA
SIMILKAMEEN RECREATIONAL WATERWAY
KEREMEOS GRIST MILL REGIONAL HERITAGE ATTRACTION
HWY 3A
VASEUX/BIGHORN WILDLIFE REGIONAL ATTRACTION
OLIVER LOCAL TOURISM SERVICE CENTRE
HWY 3
KEREMEOS
OLIVER
MT. BALDY REGIONAL ALPINE SKI AREA
CATHEDRAL/ ASHNOLA OUTDOOR RECREATION AREA
OSOYOOS DESERT BACKCOUNTRY ROUTE
CROWSNEST HIGHWAY 3 PROVINCIAL TRAVEL CORRIDOR - MINING/GEOLOGY THEME
OSOYOOS LOCAL TOURISM SERVICE CENTRE/REGIONAL GATEWAY/RESORT COMMUNITY
CATHEDRAL PROVINCIAL PARK
0 5 10 20
SCALE IN KILOMETRES
0 5 10 20
SCALE IN MILES

Development Plan

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

In contrast with some tourism regions, the tourism resources in this Region are not limitless and in most cases have been developed moderately and primarily oriented to neighbouring regional markets. A comparison of projected demand with supply indicates there is a clear need for selected resources and themes to be developed to a level of quality that will be attractive to a wide range of markets.

As indicated in the Provincial Tourism Development Strategy and as outlined in the strategy statement for the Okanagan-Similkameen Tourism Region (Figure 4), future tourism development is to be strategically located in tourism destination areas, primarily of regional significance. As noted in the hierarchy, specific outdoor recreation areas are discussed in the context of destination areas. It is anticipated that by identifying specific areas with distinct theme developments, an identity can be established with a positive effect on the availability of the resources. Also, through the establishment of particular destination areas, a number of concerns can be more efficiently planned for or managed, including; mass mode transportation; development of a "critical mass"; provision of quality services, infrastructure, accommodation and attractions; increased opportunities for planned, controlled development; protection of environmental and quality of life objectives; and the need to extend seasons and move towards year-round operation. Many of these concerns could only be met through the designation of destination areas and systematic planning of the resources therein.

6.4.1 Princeton Local Tourism Service Centre

Princeton has an important role in providing essential services to east-west travellers along the Crowsnest 3 highway between Hope and Osoyoos and to north bound travellers to Merritt. The community is primarily a service centre for independent auto travellers, although it also forms the hub of several local attractions and an outdoor recreation area. The impact of the nearby Coquihalla Highway is uncertain; it may increase travel to or in the Princeton area from the north while improved promotion of the Crowsnest 3 southern British Columbian route could increase not only independent travel but package groups. The intent of the Plan proposals for the Princeton area is to aid in extending visitor stay in the Region, including winter travel, in order that a market is available to support and develop a good accommodation base.

1. Designate Princeton a local tourism service centre with a medium range of facilities for the travelling public including food, modest accommodation and area information for independent travellers. There should be some ability to handle tour bus groups, especially for food services.

2. Develop a modest attraction base in the vicinity of Princeton with day trips or tour itineraries scheduled for attractions out of Princeton. A program of restoration/reconstruction in the Coalmont/Tulameen ghost town area could create a small coal-mining theme attraction with activities such as mining technique interpretation or placer gold panning; this attraction could be marketed as part of the mining theme experience found on or near the Crowsnest 3 Highway travel corridor.

3. Encourage the copper mine company at the Newmont mine to create an important mine tour which could be visited on a regular schedule and by organized groups. A shuttle bus from Princeton might facilitate controlled access.

4. Promote Princeton as a rock hounding centre with local self-guided brochures, special mineralogical displays at one or two key points in the community and weekly mini-bus excursions.

5. Expand camping facilities at nearby Provincial Parks (i.e. Allison and Otter Lakes) in order to encourage more and longer visitor stay in those areas which have water activities.

6. Investigate the possibility of creating a significant cross-country ski trail network which can be jointly built and groomed by area accommodation operators in order to develop a stronger winter market for local accommodation. The market for this activity will mainly be residents of the Lower Mainland and Kamloops areas.

7. Continue the fish stocking program within the lake system to the north of Princeton in order to sustain the sport fishery and hence summer and fall season resort and accommodation use.

8. Explore the possibilities of commercial-recreational use of the Similkameen River with the designation of the River as the Similkameen Recreational Waterway. Create a river rafting system for various segments of the river so that a variety of river experiences can be obtained and a multi-mode adventure package created (e.g., open and closed canoe, kayak, rubber raft, in various grades of white water). This service could operate from Princeton and Keremeos with the packager/ outfitter organizing tourist and equipment transportation. A supporting campground network would be required with access/ egress points established.

9. Encourage further winter visitation by the development in Princeton of a strong winter event possibly modeled on Princeton's Racing Days, only using winter modes (i.e. races by snowshoe, snowmobile, cross-country ski and cutter sled).

6.4.2 Cathedral/Ashnola Outdoor Recreation Area

In the extreme south of the Region close to the U.S.A. Border is a fine mountain and forest outdoor recreation area, of which Cathedral Provincial Park is the major designated feature. As one of the most rugged and remote areas in the Okanagan-Similkameen Tourism Region, wilderness or adventure experiences are possible, as well as relaxation in a wilderness setting. Access is generally by way of Keremeos or by vehicle off Crowsnest 3. The intent is to provide a good wilderness experience within proximity of the Lower Mainland and Vancouver gateway markets in order to diversify the visitation to the Region, to support accommodation and food services in Princeton and Keremeos and to provide economic development opportunities compatible with local Native Indian aspirations.

1. Designate an area in the Ashnola and including Cathedral Provincial Park as a specific recreation area for high quality back-country recreation activities, especially mountaineering, hiking, backpacking, wilderness survival, photography and trail riding which can provide opportunities for commercial guiding enterprises or specialty schools. Explore winter opportunities including alpine ski touring and winter camping expeditions.
2. Market more strongly the image of the Recreation Area as accessible wilderness and support the Outward Bound operation and similar concepts including the Park Lodge intended to provide controlled adventure experiences. Some improvements in accommodation for such programs may be required to facilitate wider marketing, especially directed towards tour or specialty groups.
3. Develop additional small wilderness resorts in appropriate rustic style within the Ashnola with an extended season; such a facility could include opportunities for fishing, hiking, trail riding, geological or native culture interpretation, as well as provide some amenities in a wilderness setting (e.g. swimming, sauna).
4. Maintain year-round road access to Cathedral Provincial Park and permit access within the park for special commercial adventure operators.

5. Create at Keremeos a small Similkameen River Adventure Terminal with facilities to assist river travellers back to Princeton. This terminal could provide river egress, transportation for travellers and equipment, food services and tripping advice.

6. Encourage the development in Keremeos of basic tourism facilities (generally year-round food, moderate roofed accommodation, and fuel), to facilitate year-round adventure travellers as well as some pass-through traffic.

7. Create a regional attraction through the support of the reconstruction of the historic grist mill at Keremeos into an operating mill with interpretive services. Such an attraction would encourage stopping in the area, possibly for food services and would add to the limited heritage base of the Region.

8. Continue to support the rodeo events and consider expanding facilities and hence the appeal of the rodeo as demand warrants.

9. Support local Native Indian bands in their efforts to develop tourism facilities as indicated in this Plan.

6.4.3 Osoyoos Regional Tourism Destination Area

The Osoyoos Regional Tourism Destination Area is currently a summer destination area, a retirement centre and a pass-through area serving travellers coming by way of the United States or Crowsnest 3. Its true desert environment makes the area unique within British Columbia and popular with aficionados of sunshine. However, except for the retirement component, year-round tourism is not well developed and so most communities suffer from extremes in tourism business, winter being a low period. In addition, the area's role as a gateway to the remainder of the Region and even to the Province is insufficiently developed to encourage both extended visits and off-peak travel. The following outlines the main considerations in the planning of this regional destination area.

1. The area is located within reasonable proximity of the Penticton gateway airport and is centred around the crossroads of Crowsnest 3 Highway and Highway 97 which leads north from Seattle and Spokane.
2. The generally good shoulder and winter weather combined with excellent summer conditions creates a climate conducive to retirement and extended or year-round tourism. The area could capitalize further on its dry climate and unusual desert character with the development of attractions and resort facilities which reflect the desert theme. While not the Arizona of Canada, this area offers one of the longest good weather seasons in all of the country.
3. The resident population, especially retired persons, should be provided opportunities to directly benefit from tourism by involvement in special activity and accommodation programs.
4. The disproportionately high costs borne by local municipalities in catering to tourists from outside the Region must be recognized in the provision of these services.
5. Proper planning and engineering controls should be enforced in the design of resorts, retirement communities, and major attractions to ensure maintenance of water quality in the lakes system and preservation of the fragile desert landscape.
6. Since several possible attractions are both special to the local Native Indian bands or located on reserve lands; local bands should be involved at all stages in the discussion of tourism development which could directly affect the bands.

6.4.3.1 Osoyoos Local Service Centre, Resort Community and Regional Gateway Centre

Osoyoos is the largest community in this Destination area and is already the key local service centre, the major resort community and a gateway. This role must be strengthened and developed further in such a way as to fulfill the area's destination function while providing sufficient benefits to Osoyoos' residents to offset the apparent costs. However, many of the facilities do not have the standards of modern resort centres or the capacity to cope with greater package travel.

1. Upgrade and expand the accommodation base, especially the establishment of non-revenue generating support facilities such as tennis courts or swimming pools, in order to strengthen the resort capability of the community and to make Osoyoos more competitive. In particular, accommodation should be created to support package travel to the area, especially by use of buses.
2. Explore the potential for the creation of health spa resorts in the Osoyoos area recognizing the climate and water resources. In particular, investigations should be made of the mineral lake, Spotted Lake, as a possible site and discussions held with the local Native Indian band on such a specialty resort operation.
3. Create an urban development program for Osoyoos based on the Spanish theme to intensify awareness of the desert setting and historic themes. This program could include design guidelines for investment, major throughfares and assist in differentiating the community.
4. Encourage cottage industry developments including pick-your-own fruits and preserve making which can use local produce and encourage area visitors who could use local bed and breakfast programs, as well as regular accommodation. These low key tourist programs may be very suitable for providing

an income source for local retirees and farm/orchard owners and for encouraging repeat visitation. This program should be specially marketed.

5. Encourage the creation of quality retirement resort communities based upon a special theme or interest such as tennis or golf. Such communities not only help keep retirement dollars in Canada but provide the recreational support amenities for accommodation regularly used by friends and relatives visiting residents of these communities.

6. Provide a major tourist orientation centre at the Osoyoos Crossroads (Highways 3 and 97) with audio-visual packages on regional and provincial travel options and attractions and a central computerized reservation system.

7. Support the upgrading of golf facilities and the creation of Okanagan golf packages with Osoyoos as one of the key communities; the good weather should permit extended season golf packages of great appeal to package tour operators and of value in extending shoulder season rate occupancy.

8. Develop an extended season track operation, especially fall, based on Desert Park; the facilities appear to be under-utilized and a good race track operation with pari-mutual betting can be featured in area packaging as well as for retirement communities and resorts.

9. Create a new major regional attraction, a Vestpocket Desert Museum, based on the indigenous fauna and flora, desert landscape and climate of the Osoyoos area. This "museum" could be composed of an outdoor and indoor component, the outdoor essentially offering controlled access to the unique landscape and the created comparative desert environments (e.g. U.S.A. Southwest, Australia, or the Atacama in South America). Supporting these outdoor areas could be an indoor structure with audio-visual displays and interpretation of desert communities, their formation and fragility. In order to

assist in generating revenue, the "museum" could be a breeding station for desert plants for commercial landscaping purposes. This attraction should operate year-round and be designed to handle 100,000 visitor days annually.

10. Investigate the creation of additional events using the Spanish theme, particularly for fall and winter, for example, Christmas celebrations with piñatas or a true Mardi Gras.

11. Encourage the development of organized handicraft businesses stressing crafts based on Spanish themes or representing products found in dry areas. Such craft businesses could not only provide additional quality Canadian souvenirs but provide business opportunities for both retirees and young people in Osoyoos.

12. Recognize the costs borne by Osoyoos in meeting the support service needs (e.g. garbage, parks maintenance, health) of the extensive tourism influxes which exceed the local resident population and encourage the Province to investigate whether some costs incurred in the name of provincial tourism could be transferred to other public or private jurisdictions.

6.4.3.2 Oliver Local Tourism Service Centre

While not a major tourism centre, Oliver does provide a local tourism service function for travellers heading north or south through the Okanagan. Should the new access road to Mount Baldy Ski Area develop, Oliver also could provide accommodation for Mt. Baldy, thereby improving winter occupancy rates. Oliver is also located in a part of the Okanagan famed for its clear skies; nearby are two unusual observatories. The role of Oliver would be as a service centre especially for pass-through traffic, tour vehicles and Mt. Baldy ski vacationers and as a base for another specialty Okanagan attraction.

1. Strengthen the role of Oliver as local service centre by upgrading existing accommodation, and improving food and fuel

services. Should the Mt. Baldy road develop, some accommodation should be supplemented with amenities such as pools, saunas, lounges and other features which will make local facilities attractive to a ski crowd and suitable for packaging.

2. Develop a local attraction built around the theme of clear skies (star gazing, astronomy, deep space observations) that would be both educational and scientific yet popular in appeal. Such an attraction could combine film or multi-media presentations with special trips to the Dominion Astrophysical Observatory or even in the longer term, the development of a planetarium or outdoor observation gallery. This attraction could be used for day excursions from Oliver or Penticton or be part of package tours, especially for specialty interest groups.

6.4.3.3 Mt. Baldy Winter Resort

The Mt. Baldy ski area has ski potential which, if developed, would provide a strong winter attraction in the southern part of the Region. However, access to the area is somewhat circuitous, making air packaging via the Penticton airport not as attractive as the majority of other "Ski Okanagan" mountains. Without improved access, the positive accommodation support role of this ski area remains minimal and the market for more advanced mountain development small.

1. Develop a master plan for Mt. Baldy ski area as a community ski area and provide the necessary basic infrastructure including telephone service.

2. Investigate alternative road access to Mt. Baldy to improve ski packaging to the area via Penticton.

3. Develop base lodge facilities and in the long term develop second home/interval time-sharing accommodation on the mountain.

4. Encourage accommodation packaging with Osoyoos, Oliver and Penticton to stimulate the winter occupancies in these communities.

6.4.3.4 Vaseux Regional Wildlife Attraction

Located on the wetlands of Vaseux Lake and in the hills nearby is the Vaseux Bighorn National Wildlife Area. This special preserve of California Bighorn Sheep and waterfowl offers an important opportunity for wildlife viewing in the Okanagan, which at present is virtually unavailable and hence, unknown to visitors. The Okanagan is lacking in attractions which interpret its natural heritage and this site offers the chance to create an attraction with appeal to families, package groups and naturalists, especially suitable for autumn and winter when waterfowl are more abundant and the Bighorn sheep come down from their summer ranges.

1. Develop a management program for the Vaseux Bighorn National Wildlife area which offers guided and self-guided tours; interpretive displays, blinds and a network of trails while protecting the resource base. This should operate year-round, especially fall and winter when this attraction can be packaged with accommodation in areas ranging between Osoyoos and Penticton.

6.4.3.5 McIntyre Bluffs Area

The McIntyre Bluffs, Creek and Canyon area is a small but scenic hiking area accessible by foot from Highway 97 near Okanagan Falls. The area offers a good day hike area readily available to persons touring in the Okanagan, as well as those staying within the Osoyoos to Penticton area; as such it could easily assist in extending visitors stay and providing an activity well into the shoulder seasons.

1. Develop appropriate signage and parking area(s) to encourage day tripping in the McIntyre Bluffs area. A trail system should be developed to year-round standards and a pamphlet prepared describing the geological formations and other features of the trail. Camping sites should not be developed.

6.4.4 Penticton Regional Tourism Destination Area

Currently the Penticton Regional Tourism Destination Area is the major centre for tourism activity within the whole Region. The area is predominantly family oriented, with most tourism development based on the Okanagan Lake system, the beaches and sunshine. While there are convention facilities and tourism influxes are extensive, most tourism activity is concentrated into the summer, especially July and August. Skiing at Apex-Alpine has helped winter occupancy rates in accommodation, but generally the Penticton area suffers from wildly fluctuating occupancy rates in the accommodation sector, a great assortment of very small motel type facilities with few amenities, only moderately well developed food services, a lack of quality hotels to support the convention trade and few major attractions, especially ones with an extended season of operation. In a very competitive business, the Penticton area which relies extensively for its economic base on tourism, could find itself in a decline unless efforts are made to develop a longer tourism season and a more diversified tourism base. The family vacation role, though, is expected to remain important but other markets must also be developed. The following outlines a number of key considerations in the planning and development of the Penticton Regional Tourism Destination Area:

1. Encourage the upgrading and replacement of accommodation and associated facilities in order to protect the Penticton area market from being lost to other Regional centres and to develop plant suitable for conventions and specialized packaging (i.e. golf tours). Maintain, upgrade, and winterize

the existing family oriented self-contained accommodation; this will ensure the retention of the family market and the availability of this accommodation for the winter ski market.

2. Recognize the social and physical carrying capacities of the area and develop a tourism market which will generate more revenue but not necessarily more visitors; attractions which operate year-round or predominantly in the winter or shoulder season could assist in this process.

3. Support the existing role as a family tourism area with attractions by creating a major travel generator with a potential attendance of 250,000 persons per annum. The emphasis should be on a theme attraction which caters to the family with several theme areas including solar energy, a fantasy area, a water-based activity area and a transportation area possibly related to the lake system. The solar theme could take advantage of the area's sunny climate and provide innovative examples of solar energy use including working models and possibly active and passive solar construction methods. Transportation linkages among the theme areas and to Penticton proper are important to encourage not only pass-through use but repeat excursion visits from within the Penticton area. An urban walk-to location with a transit link is preferred.

   This theme attraction could be developed by a tourism corporation or a private entrepreneur with a stake in the attraction's impact, although an existing operator may be best. One method to explore is the development of theme areas as movie sets which could not only support the Province's movie industry become an integral operating component of the attraction, completely financed prior to use in the attraction. As a focal point in the Region, the attraction could complement convention centre programs, package tour and excursion operations. It should also be noted that theme attractions have great appeal to retirees and their visiting families as well as vacationing families. The total operation should have commercial supports such as restaurants, souvenirs, specialty foods, theatre entertainment, and handicraft sales and operate for at least three seasons (Spring to Fall) with portions operating year-round.

4. Develop further the tourism potential of existing resources such as the lake system and the orchard/winery economy. The rapid implementation of the marine access park system should be encouraged and supported through rental boat facilities. Public and private marinas should also be expanded to accommodate additional tourist boat traffic, especially boaters who can be encouraged to vacation during the fall. The winery and cider tour aspect of the area could also be developed further through packaging to increase awareness especially of the major and cottage wineries, local use of their products and development of supporting wine related facilities such as wine bars, gourmet restaurants and increased sales outlets for local products.

5. Upgrade golf facilities and develop golf packages linking several Okanagan centres including Penticton. Because of the extended shoulder seasons in the Valley, the creation of combination ski/golf packages could be possible for special shoulder season marketing.

6. Expand and upgrade serviced campground facilities especially for families and fly-drive/motorhome vacations as the market dictates.

6.4.4.1 Penticton Regional Tourism Service Centre

As the second largest community in the Okanagan and also an airport centre, Penticton has an important role as a regional tourism service centre and gateway. All north-south auto travel must also pass through Penticton and the Peach Bowl attracts conventions. In the course of strengthening the Penticton destination area, the

City's service functions also would benefit from additional development and from investment in the City's waterfront setting which would enhance Penticton's image. Penticton's role as a tour bus stop should also be expanded so that major package travel operators working between the Rockies and Vancouver will willingly take advantage of Penticton's facilities and nearby attractions.

1. Develop additional quality convention hotel facilities in order to support the convention centre in Penticton and to strengthen the shoulder seasons.
2. Upgrade food and fuel services, especially moderate to medium quality food services able to meet the needs of long distance package and excursion bus tours.
3. Investigate the needs for a bus terminal facility attractive to bus tour and excursion operators, especially to encourage further tour stops and excursion travel within the Region.
4. Develop a program of community upgrading with special emphasis on the key entrances into the City. Penticton should strive to welcome travellers and maintain a physical appearance which will encourage pass-through traffic to stop, and area vacationers to want to stay longer. An important component of this process would be the creation of a waterfront development plan and its implementation. One of the City's real assets is its location on two lakes, which should permit a reasonable degree of tourist-commercial integration with the City centre and its waterfront exposure.
5. Establish a central reservation system linking all Regional accommodation and locate the service in a higher profile tourism orientation centre.
6. Support the extension of the Penticton Art Gallery and other similar quality attractions which can be tied into special area packages or operate year-round in order to encourage an extended tourism season.

7. Recognize the good range and quality of events in Penticton and support their continued development especially in the shoulder and winter seasons.

8. Develop Okanagan lake tour boat cruises from the Penticton waterfront with opportunities for lunches, dinner or dancing and possibly a stop-off at Kelowna. In poor weather or during the winter the cruise boats could be moored at the Penticton waterfront to both enliven the area and provide an unusual food and entertainment experience for the winter ski crowd.

6.4.4.2 Penticton Regional Gateway Airport

While it is expected that the Kelowna Airport will dominate in the Region, the availability of an airport and direct service from Vancouver is important to a destination area, especially in the field of package travel. Penticton's airport should be improved and number of flights increased as the package market develops.

1. Monitor the demands for direct service to Penticton and continue to improve the airport as required. In particular enlarged and extended food services directly connected to the terminal lounges would facilitate package travel.

6.4.4.3 Apex-Alpine Winter Resort

The development of Apex-Alpine ski area has been a great boon to creating a winter travel market to Penticton. In combination with other ski areas, Apex-Alpine has a specialist appeal. However, to strengthen the Ski-Okanagan Experience, and especially the value of Apex-Alpine to Penticton a broader market must be served.

1. Support the findings of a mountain development plan recently prepared for Apex-Alpine which emphasizes diversification of the ski terrain in order to cater to a broader market.

2. Extend the development of maintained cross-country ski trails and warming shelters so that the area can better serve parties composed of both alpine and Nordic skiers.

3. Continue to market through the Ski-Okanagan concept; the strength of the Region is not its individual mountains but its variety.

4. Encourage limited commercial on-hill accommodation and second home development. Because of the great appeal of skiing from base accommodation, some should be developed; however, most emphasis should be on a wide range of accommodation packages using Penticton facilities and regular shuttle buses to the ski areas. In general, Apex-Alpine should support Penticton in a lively year-round role.

6.4.4.4 Kettle Valley Railway Tourism Attraction

With the exception of the Okanagan Game Farm there are few significant attractions in the Okanagan. Simultaneously, there is a strong desire locally to retain a segment of the fascinating Kettle Valley Railway right-of-way. Scenic excursion railways are popular and numerous ones exist in Canada and the United States, frequently steam drawn. The Plan supports the efforts of private and public agencies in securing a designation covering specific sections of the railway right-of-way as a recreation corridor to protect wilderness values of the linear area.

Such an area would use short sections of right-of-way such as from Penticton to Naramata or Arrowana. Nordic ski clubs, heritage railway associations and snowmobile groups should be encouraged to plan this area for multiple-use.

1. Negotiate the retention of that portion of the rail route which includes Myra Canyon, possibly to McCulloch. Part of the value of retention of the line would be in its heritage interpretation.

2. Create a local railway history interpretation space at the station to both generate interest and provide a further community attraction.

6.4.4.5 Summerland - Westbank Areas

The Valley area on the west side of Okanagan Lake between Penticton and Kelowna is good orchard and vineyard country and also supports several agriculture and fish operations which are of interest to tourists. The area is also one of the most travelled portions of the Region being between the two largest urban centres and consequently under heavy auto traffic pressure especially in the summer. As one of the strongest specialty agricultural areas in the Region, as well as home to many retirees, care must be taken not to ruin the unique agricultural character through uncontrolled, large scale tourism development unsympathetic to the area's agricultural base.

1. Recognize the important draw of the Agricultural Research Station at Summerland and carry out a market survey to determine the need for alternate support facilities or more controlled access to the research station so that its valuable role will not be compromised.
2. Encourage the packaging of tours, especially based in Penticton and Kelowna which could accommodate the specialty (e.g. horticultural), incentive (e.g. through conventions) and European (eg. re lifestyle) markets through tour arrangements with the Research Station, orchard and vineyard operators and local fruit and wine related industries.
3. Develop within the smaller centres such as Summerland, Peachland and Westbank a program of bed and breakfast facilities combined with "can-it-yourself" services, especially for the summer and autumn markets.

4. Support the winery tour and tastings with the gradual addition of more cottage wineries with tourist facilities and regular excursion tours to single wineries, as well as to several as part of a package.

5. Create a "Living Orchard Museum" regional attraction with great variety of tree species especially those no longer in commercial production, developed in a garden setting. Supporting the orchard aspect could be a horticultural section illustrating tree graftings, pruning techniques; and an indoor component with older fruit processing and packing equipment displays, a sales outlet for preserves and other Okanagan fruit products and medium quality food services whose menu reflects fruit products. The "museum" and food services should be capable of handling tour groups. Such an attraction could be developed in Peachland, associated with the Research Station at Summerland or possibly near Kelowna and should be seen as supporting agricultural activity rather than a competitor for Agricultural Land Reserves.

6. Improve the visitor and interpretation services at the Summerland Hatchery and investigate the need for additional hatchery facilities as the Region is subject to more visitor use, including seniors and casual fishermen.

7. Develop a commercial boat excursion operation for day trips from Peachland across Okanagan Lake to Okanagan Mountain Park. Multiple boat trips could facilitate picnicking and day hiking through to an extended autumn season.

6.4.5 Kelowna Regional Tourism Destination Area

The Kelowna Regional Tourism Destination Area combines the delights of a large urban centre with close proximity to small back-country and lakefront resorts and a major ski hill. At the centre of the whole Region this area has good access by air and substantial passthrough traffic. The City itself is much more diversified than many other Regional centres and has a strong commercial-industrial base which in turn has encouraged the development of good quality accommodation and food services. As the destination area with by far the best organized and developed facilities, the area does not warrant more major attraction development. This approach is in keeping with the overall strategy for the Okanagan-Similkameen Tourism Region which advocates increased tourism investment in the north and south of the Region.

1. Encourage local entrepreneurs to follow the market and continue to support the urban core as the area for accommodation development, especially for quality facilities.
2. Continue to develop local attractions and facilities which can meet area residents' needs and provide supplemental activities to tourist markets. For example, trail riding and local equestrian facilities are supported in the area but really major equestrian facilities are seen as detrimental to the market for existing racing facilities in the south, not in keeping with the themes appropriate to the area (orchard country) and contrary to the strategy to spread the concentration of tourists out from the centre of the Region.
3. Retain the modest backcountry access to existing fishing resorts and fishing lakes in the nearby highlands so that the capacity of the fishing resources is not further strained.

6.4.5.1 Kelowna Primary Regional Tourism Service Centre

The City of Kelowna benefits from tourism, especially the attraction of Big White Ski Village in the winter, but the City's major role is really as the Region's key government service, commercial and industrial centre as well as a gateway and service centre for tourists. This role of tourism as a support to the local economy seems appropriate, which means tourism services and markets should be maintained but not enhanced out of the line with the community's functions.

1. Continue to develop good quality accommodation and dining facilities which meet the expectations of the commercial travel trade, summer tourism especially tour bus operators as well as pass-through traffic and the winter ski packages.
2. Support the creation of a vibrant Kelowna waterfront which will strengthen Kelowna's image and attractiveness, especially as the urban centre in the Region.
3. Develop a provincial hotel school in Kelowna, as the city offers a wide range of quality tourism facilities, easy access by air from most regions within the Province and an attractive setting for both staff and students. The school should be designed on the basis of an operating hotel with European hotelier style. While running its own hotel facilities, the school should also have linkages with other food and accommodation facilities, and the Okanagan Community College system. Preferably the school should offer diploma/certificate courses and seriously consider the co-op work term program in which valuable experience is gained part-way through the training system. This school is an immediate need and a high priority for not only the Okanagan-Similkameen Tourism Region but the entire province.

6.4.5.2 Kelowna Regional Gateway Airport

While already one of the best regional airports in British Columbia, the Kelowna airport is expected to fulfill the function of major air packaging gateway for many tour groups to the Region and for winter flights to ski areas near Kelowna and Vernon. With direct access to the International gateway airports of Vancouver and Calgary, and expected growth in international travel, the airport will also have to cope with more multi-lingual visitors.

1. Support the expansion of Kelowna airport as traffic warrants and the development of more direct flights.

2. Develop an audio-visual tourist orientation centre in the airport with multi-lingual presentations and an accommodation central reservation system; this centre should serve the whole Region and acknowledge adjacent tourism regions.

6.4.5.3 Big White Four-Season Destination Resort

The Big White ski area is one of the few mountain areas in the Okanagan which has the capability for diversified ski terrain and sufficient base area in the Big White Ski Village complex to create a proper four-season destination resort. The area is a popular component of the Ski Okanagan experience and offers opportunities for a quality destination resort, few of which are now found anywhere in the Region. By strengthening the Big White area, not only will more year-round package travel be possible but the Ski-Okanagan experience will be enhanced.

1. Support the Big White Master Plan covering both mountain development and the integration of the ski area with the year-round resort capability of the Big White Ski Village complex.
2. Support the destination resort complex with off-mountain recreational amenities (racquet sports, swimming, entertainment, walking/hiking) and more extensive cross-country ski facilities with graded and groomed trails, shelters and rentals. A full range of accommodation should be available including medium to good quality commercial facilities as well as interval time-sharing units.
3. Install infrastructure services including water and sewer as required so that the critical scale of development can occur and environmental integrity be preserved.
4. Develop apres-ski facilities in the Big White Village complex to enhance the ski package and village development.

6.4.6 Vernon Regional Tourism Destination Area

The Vernon Regional Tourism Destination Area is the main northern tourism area in the Region and the area with closest proximity to the Trans-Canada Highway to the north. Generally the area is less developed with regards to tourism than the other destination areas, being somewhat different climatically and in that part of the North Okanagan where the farm component of the economic base is still very strong. Extensive strip and shoreline development is not common so the opportunity exists to create an area of self-contained urban resorts supported by significant quality four season attractions. Tourism is not anticipated to dominate the economy to the same degree as in Penticton, but to be managed as an economic force which will diversify the area's economy while creating quality developments compatible with the existing high level of civic pride.

1. Develop attractions in the area to four-season capability in order to strengthen tourism in the northern part of the Region and to provide more seasonably balanced tourism. This can be achieved by means of further developing the ski area, water-based recreation and the agricultural aspects.

2. Maintain strict development controls over urban development and non-urban tourism attractions and accommodation. The care with which facilities are now developed, integrated with their settings and maintained is a characteristic to be encouraged and promoted.

3. Encourage tourism development related to major water bodies in package resort development form, especially on Kalamalka Lake, in order to avoid strip development and create small to medium sized resort clusters with a variety of support activities. This will require policies and guidelines on restrictions to shoreline developments.

4. Encourage the development of Provincial campground facilities on Kalamalka Lake and day use beach access area. Develop quality commercial serviced campgrounds as the market dictates

with emphasis primarily on quality in services and landscaping, rather than as lakeside camping resorts.

6.4.6.1 Vernon Regional Tourism Service Centre

The City of Vernon has developed into one of the most attractive urban settlements in all of the Province and it is its general air of quality which entices travellers to stop and to stay. As the closest large urban centre to the Trans-Canada, the community also functions as a southbound tourism service centre and entry to the Okanagan-Similkameen Tourism Region and more recently, with the development of Silver Star as a ski vacation haven. Vernon is also a back door to the Kootenay-Boundary Tourism Region. Major air access is by way of the airport at Kelowna.

1. Maintain the attractive appearance of Vernon as it is important to the travelling public and useful in developing a stronger, quality image for the Region.
2. Continue the expansion of quality accommodation in a resort setting to meet the market expectations. In particular, Vernon has the opportunity to develop a series of self-contained urban resorts with full amenities which are attractive internally at any season of the year and are very suited to quality package travel touring as well as the ski market.

6.4.6.2 Silver Star Winter Resort

Within a short distance from Vernon is the Silver Star Recreation Area which offers good skiing for a variety of abilities but a difficult mountain area for support development. Because of the high costs associated and the ease of connections to Vernon, Silver Star should not develop extensive commercial roofed accommodation on the mountain. The area offers limited summer season activity development and as such may support some second home development but does not lend itself to comprehensive four-season conversion. However, by good marketing with Vernon and the Ski-Okanagan program, Silver Star can fulfill a very important winter attraction function.

1. Support the upgrading program at the base area of at Silver Star ski mountain.
2. Continue to package the ski area with Vernon, especially in combination with the urban resorts, as well as through more modest facilities.
3. Continue the Ski-Okanagan affiliation; the system is good at providing sufficient ski opportunities to maintain full week ski packages with lots of variety.
4. Provide a regular transit shuttle from the Vernon accommodation base to the ski area until a reasonable level of accommodation is provided.
5. In the longer term, as the technical capability develops, use an "Airbus" ski lift to connect Vernon directly to Silver Star.
6. Develop a management program for the Silver Star Recreation Area which resolves the various conflicting views on the role of the area. Long term plant development of the ski area and its role in supporting Vernon hinges on this resolution.

6.4.6.3 O'Keefe Ranch Heritage Tourism Attraction

The O'Keefe Ranch is one of the major heritage resources in the Region and with the strong interest by visitors in heritage, the Ranch is now under pressure for an extended period of operation and further appropriate winterization and support facilities. While currently somewhat static in character, the Ranch could become a major year-round regional heritage attraction and the basis of day excursions as well as special overnight stays. Although there may be concern about the "commercialization" of the Ranch, there is nonetheless the need to improve the interpretive experience and make the special role of the Ranch in local history more apparent to visitors to the Region. At the very least, the Ranch could become the focus for stronger attractions development in the northern part of the Region.

1. Support the development of a comprehensive master plan for the O'Keefe Ranch and especially the Ranch's development as a four-season regional attraction with participatory involvement by visitors. Visitation should eventually aim for 100,000 annually.

2. Supprt the continued development of food service provision in an interpretive building, preferably with staff in period costume. During the summer and fall regularly scheduled major outdoor barbeques might be held; such activities appeal to local residents for repeat visits and to tour organizers.

3. Organize special events, wagon tours, Western riding and other activities which involve visitors and clearly illustrate the time period of the Ranch. In line with this are possible overnight campouts from the Ranch or perhaps wagon rides to nearby Okanagan Lake; this may entail negotiations with the local Native Indian band but could add another dimension to the Ranch.

4. Create a Western equestrian centre near or in a setting to supplement the O'Keefe Ranch. This centre should offer Western riding lessons and trail rides of various lengths, sponsor Western shows including performance shows (e.g., cutting, reining) as paid entertainment; and have an educative role through an interpretive facility which illustrates the many aspects of the Western horse, historically and currently in the Region and nearby. This centre might operate some of the horse-related activities at the O'Keefe Ranch and should be designed and developed in a period format to complement the O'Keefe Ranch.

6.4.7 Shuswap Highland Outdoor Recreation Area

To the north-east of Vernon is the Shuswap Highland Outdoor Recreation Area centred on Mabel Lake and the Shuswap River. The area offers extensive backcountry recreation to local and regional markets. Opportunities in a natural setting include canoeing, kayaking, small boating, fishing, hiking and camping. The area should be supported in its role as a predominantly summer and autumn outdoor area catering primarily to individuals and small groups.

1. Designate the area as an Outdoor Recreation Area with special management policies to sustain the recreation opportunities. Designate the Shuswap River as a Recreational Waterway within the Outdoor Recreation Area.
2. Develop additional boat launch ramps as required.
3. Develop forest service sites and other modest camping facilities, and access/egress points, to accommodate users.

6.4.8 Travel Corridors

6.4.8.1 Crowsnest 3 Provincial Travel Corridor

The Crowsnest 3 Highway from Hope east to Alberta is the most southerly highway in British Columbia and an important secondary travel route. In the Okanagan-Similkameen Tourism Region, the Crowsnest 3 traverses between Manning Park, west of Princeton, through Keremeos and Osoyoos to the Kootenay Boundary Tourism Region near Midway. The route is scenic covering both mountainous and desert terrain but has few major settlements. Compared with the Trans-Canada route, it is more sinuous and less speedy but certainly a very good touring route. As a touring route, the highway could have its image strengthened and a specific unified theme developed to encourage the touring function. The route could be suitable not only for auto travellers but tour bus operators especially for more "explore B.C." excursions. The following concepts and actions are proposed:

1. Develop a strong theme for travel along the route based on the mining history and geology of the regions. This theme is capable of being presented in segments and of being interpreted throughout the length of the Crowsnest 3 Highway. Appropriate brochures and maps should be developed with references made to the following items in this Region which reflect the theme: the mining activity north and south of Princeton at Coalmont and Newmount, Keremeos Columns and geology of Cathedral Park, the Dankoe silver mine south of Keremeos, gold panning and rockhounding sites, and the mineral waters of Spotted Lake. These themes continue especially in the Kootenays commencing at Rock Creek where gold panning is possible.
2. Develop pull-offs, viewpoints and controlled auto services along the route.
3. Develop good signage for tourist attractions and services accessible from this Provincial corridor to increase awareness of the tourist opportunities available, especially in the southern part of the Region and to encourage longer visitation.
4. Extend the network of short stay campgrounds along the Similkameen River and integrate their development with the various recreational opportunities possible along the water route. Fully serviced campgrounds should be developed at Princeton and Keremeos.

6.4.8.2 Highway 97 Provincial Travel Corridor

Slicing through the middle of the Region is Highway 97 which connects Osoyoos (and the United States) with Vernon and then the Thompson-Shuswap Tourism Region. Highway 97 is extensively used in the summer and because of its route close to the Okanagan lake system is a great favourite of scenic tours and individual travellers. However, it is also the major and, in fact, the only continuous link in the Region and at the same time is difficult and costly to upgrade to accommodate the heavy volumes. This Plan recognizes the extreme importance of this route regionally but attempts to develop travel patterns which will not make the situation worse. The Plan encourages extended travel over the full four seasons, encourages more group travel and hence use of buses and also explores the development of strong destination areas at the north and south extremes with access being from either the Crowsnest 3 or Trans-Canada route 5 or by the two airports. Generally, the Plan does not recommend touring from one end to the other, although the activity will indeed continue to happen.

1. Continue to upgrade the highway corridor as is possible and develop more pull-offs and viewpoints to accommodate slower touring traffic.
2. Develop good signage for Tourist attractions and services accessible from the corridor.
3. Create and maintain development controls for land uses adjacent to the highway in order to slow down and reduce the extensive strip development on highway frontage. This development neither contributes to the tourism appeal of the area, nor helps in the function of the highway.

6.4.8.3 Okanagan-Similkameen Backcountry Routes

Several areas of the Okanagan-Similkameen lend themselves to backcountry travel for 4 by 4's through to family sedans. To control the areas of tourist backcountry travel, especially in areas of fragile terrain as found in the desert countryside, several specific routes with different characteristics should be designated.

1. Designate and announce the following backcountry routes: Osoyoos Desert, Osprey Lake, Peachland-Pennask Lake and

Greyback Mountain-Okanagan Falls. The Osoyoos Desert route could be a short controlled desert road intended for most vehicle types. It could offer a desert driving experience and would be encouraged in place of indiscriminant touring in the fragile and relatively small desert landscape. The Osprey Lake route is the current "back road" from Princeton to Summerland by way of Osprey Lake. It offers true back-country touring with pleasant views, slow travel, ranchlands, including abandoned settlements, remnants of the historic rail lines and access to some sports fishing. From Peachland another route leads to Pennask Lake and then on to Highway 5 in the Nicola area of the Thompson-Shuswap Tourism Region or back to Okanagan north of Westbank. This route explores both the dry highlands of the Okanagan side and the great cattle ranges to the west. The fourth route from Okanagan Falls climbs into the highlands of the Greyback Mountains, with vistas of the lake system and drops down into Penticton. Most of these routes are one day excursions, although the Osprey Lake route could be made into two days with camping.

2. Develop maps of the routes, interpretive pamphlets of route highlights, and where possible, all-season access for tourist use. Appropriate signage and scenic pull-offs should be provided to facilitate enjoyment.

6.5 Summary of Key Development Proposals

The following is a summary of the development proposals for the Okanagan-Similkameen Tourism Region.

- Establish four regional tourism destination areas, based on the urban centres of Osoyoos, Penticton, Kelowna and Vernon.
- Establish Kelowna as the primary regional tourism service centre, supported by Penticton and Vernon also as regional service centres. Both Kelowna and Penticton also have regional gateway functions.

- Develop Princeton, Osoyoos and Oliver as local tourism service centres.
- Strengthen the roles of Osoyoos, Penticton and Kelowna as regional gateways with continued airport improvements at Penticton and especially Kelowna and designate Osoyoos a resort community.
- Designate Crowsnest Highway 3 as a provincial travel corridor with a distinctive theme based on the mining and geology elements and features.
- Designate Highway 97 as a provincial travel corridor with signage and continued upgrading as necessary.
- Designate the four backcountry routes noted in 6.4.8.3 especially for backcountry touring.
- Establish the Cathedral-Ashnola Outdoor Recreation Area based on Cathedral Provincial Park and with emphasis on additional wilderness activities and resorts.
- Establish the Similkameen Recreational Waterway with campground and outfitter services from Princeton.
- As part of the Osoyoos Regional Tourism Destination Area, establish the Vaseux Regional Wildlife Attraction and the Vestpocket Museum Regional Attraction.
- Regional heritage attractions are designated at Keremeos based on the grist mill, at Vernon based on the O'Keefe Ranch and at Coalmont/Tulameen based on the coal mining ghost towns.
- Establish the Penticton Regional Tourism Destination Area to include a major provincial travel generator for up to 250,000 annual visits; develop a provincial marine access park system, increase the quality convention hotel facilities, Okanagan Lake tour boat cruises, the Apex-Alpine winter resort, designate the Kettle Valley Railway right-of-way a recreation corridor, a "Living Orchard Museum" as a regional attraction, and boat excursions to Okanagan Mountain Park.

- As part of the Kelowna Regional Tourism Destination Area, designate the Big White area as a four-season destination resort and establish a Provincial hotel school in Kelowna.
- Establish the Vernon Regional Tourism Destination Area to include Kalamalka Lake campground facilities, the Silver Star Winter Resort, O'Keefe Ranch Regional Historic Attraction and an equestrian centre.
- Establish the Shuswap Highland Outdoor Recreation Area with a part of it including the Shuswap River Recreational Waterway.
- Strengthen the roles of the existing major ski areas - Apex-Alpine, Big White and Silver Star with emphasis on Big White as a full destination resort.
- Upgrade tourism services such as food, fuel and accommodation in the specific centres, with specific attention to needs of package tour traffic.
- Develop innovative forms of accommodation appropriate to the fruit growing areas, especially bed and breakfast combined with a day of fruit canning.
- Encourage some quality retirement resort community development in the Osoyoos area.
- Establish major tourist orientation centres in Osoyoos and Kelowna, and a lesser but high profile centre in Penticton with central reservation systems for all Regional accommodation.
- Carry out programs of community upgrading in Penticton and waterfront developments in Penticton and Kelowna.
- Explore opportunities for cross-country skiing near Princeton and golf package tours within the Okanagan Valley.
- Support the development of winery tours as a special feature of the Region.

APPENDICES

APPENDIX 1

TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the Province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass Area.

6. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

7. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

8. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and qualities of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

9. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and qualities of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilties. Examples of such centres include Cranbrook, Kelowna and Prince George.

10. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

11. International Gateway Centre

A population centre where overseas tourist enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a complete range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

12. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

13. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the region. For example, Kimberley/Cranbrook and Nanaimo.

14. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

15. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

16. Scenic Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours etc. can take a day or longer to complete.

17. Recreational Waterway

A river-lake-canal corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

18. Historic Waterway

A river-lake-ocean corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent capability for history interpretation and associated recreational activities.

19. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

20. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts:	Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.
b) Winter Resorts:	Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.
c) Year-Round Resorts:	A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

21. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

22. Tourism Event/Festival

A transitory man-made occurrence, celebration of activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/spectators).

23. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

24. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

25. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

26. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

27. Marine Park

Coastal areas in the high recreational boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

28. Wilderness Parks or Conservancies/Reserves/Nature Conservancies

A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.

29. International Market

Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).

30. U. S. Market

Residents of the United States of America having a propensity to travel to British Columbia.

31. Canadian Market

Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.

32. Provincial Market

Residents of British Columbia having a propensity to travel in British Columbia.

33. Regional Market

Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.

34. Local Market

Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

APPENDIX 2

THE INTERNATIONAL RIVER CLASSIFICATION

The following interpretation of the International River Classification is made by Canoe Sport British Columbia.

Grade 1

Easy. Waves small and regular; passages clear; occasional sand banks and artificial difficulties like bridge piers. Suitable for novices in closed canoes, kayaks and open Canadian canoes.

Grade 2

Quite easy. Rapids of medium difficulty; passages clear and wide. Occasional boulders in stream. Suitable for intermediate paddlers in closed canoes, kayaks and open Canadian canoes.

Grade 3

Medium difficulty. Waves numerous, high, irregular. Rocks and narrow (clear) passages. Considerable experience in manoeuvring required. Advance scouting usually needed. Canoes will ship water, and unless equipped ith spray covers, will require frequent emptying. Kayaks must be equipped with spray covers. Suitable for experienced paddlers in closed canoes and kayaks, and expert paddlers in open Canadian canoes.

Grade 4

Difficult. Long rapids, powerful irregular waves; dangerous rocks, boiling eddies; passages difficult to reconnoitre; advance scouting mandatory; powerful and precise manoeuvring required. Spray decks mandatory. Suitable for expert closed canoes and kayaks only. Not suitable for open Canadian canoes.

Grade 5

Very difficult. Extremely demanding long and very violent rapids, following each other almost without interruption. River bed extremely obstructed; big drops; very steep gradient; advance scouting mandatory and usually difficult due to nature of terrain. Suitable for expert paddlers only in closed canoes and kayaks with specific whitewater training under expert leadership. Not suitable for open Canadian canoes.

Grade 6

Extraordinarily difficult. The difficulties of Grade 5 carried to extremes. Nearly impossible and very dangerous. Suitable for teams of expert paddlers only in closed boats at favourable water levels and after careful study, with fully trained and experienced rescue team in position. Not suitable for open Canadian canoes.

APPENDIX 3

TOURISM EVENTS AND ATTRACTIONS

1. Events A13
2. Natural Features A24
3. Man-Made Features A29

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
West Okanagan Plateau	Green Mountain Country Fair	Apex Aspen Ranch, near Penticton	Fair with hay ride, fiddlers	August					●	1	
North Okanagan Valley	Men's Open Bonspiel "64 Teams"	Vernon	Curling spiel	January					●	4	
	B.C. Curling Association Bonspiel & Consols Playoffs	Vernon	Curling	January					●	6	
	Valentine Mixed Bonspiel"72 Team"	Vernon	Curling spiel	February					●	4	
	Annual Vernon Winter Carnival	Vernon	Winter festival with ski races, snowmobile safaris, ice sculpture,snogolf & swim	February			●			10 Well attended	
	HUDAC Home & Leisure Show	Vernon	Home trade show	March or April					●	4	
	Ladies' Silver Star Bonspiel "64 Teams"	Vernon	Curling spiel	March					●	4	
	Okanagan Valley Music Festival	Vernon	Music festival, esp. for string instruments, vocals & piano competitions; shared with Kelowna	March					●	6	
	B.C. Archery Championships	Vernon	Sporting event	April					●	2	
	Mobile Canada Show	Vernon	Trade show	April					●	3	
	Vernon Multi - Cultural Festival	Vernon	Multi-cultural festival	May				●		-	
	Licenced Retriever Trials	Vernon	Dog trials	May				●		-	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
	Pacific International Trap Shoot	Vernon	Sporting event	June					●	-	
	Shrine Circus	Vernon	Circus	June					●	1	
	Vernon Summer Mixed Spiel-O-Rama	Vernon	Curling spiel	June/July				●		35	
	Canada Week	Vernon	Multi-cultural celebration with Chinese & Japanese folk dancing, parade, variety shows & sports	June/July					●	7	
	Okanagan Landing Regatta	Vernon	Sailing regatta	July					●	2	
	International Okanagan Model Gliders	Vernon	Hobby show/display	July					●	2	
	Vernon & District Kennel Club Point Dog Show	Vernon	Dog show	July				●		3	
	Horseshow & Gymkhana	Vernon	Equestrian event	August					●	-	
	Kal Lake Kayak & Canoe Races	Vernon	Boating races	August					●	-	
	Elks Circus	Vernon	Circus	September					●	1	
	Competitive Trail Ride	Vernon	Equestrian event	September					●	2	
	Viking Society "Oktoberfest"	Vernon	Ethnic celebration	October					●	1	
	Carling O'Keefe Invitational Car Spiel	Vernon	Curling spiel	October					●	4	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)											
Landscape Unit	Name of Event [1]	Location	Type of Event	Season	Class of Event					Attendance[2]/ Length of Event (Days)	
					International	National	Provincial	Regional	Local		
	Jaycees Harvest Fest	Vernon	Autumn festival	November					●	1	
	Rotary Club Carol Fest	Vernon	Christmas choral music	December					●	4	
South Okanagan Valley	Annual Polar Bear Dip	Summerland	Aquatic event	January					●	1	
	Annual Kelowna Snofest	Kelowna	Winter festival with parade, fish derby, ball, snowmobile, downhill & cross-country races, & sno-golf	January				●		4 Well attended	
	Men's Zone Play-down Bonspiel	Penticton	Curling spiel	January					●	2	
	Penticton Men's Open Bonspiel	Penticton	Curling spiel	Janaury					●	3	
	Firefighters Provincial Bonspiel	Kelowna	Curling spiel	February					●	4	
	Ladies' Open Bonspiel	Kelowna	Curling spiel	February					●	3	
	Ogopogo Free Skate Competition	Penticton	Skating event	February					●	2	
	1980 R.V. Show	Penticton	Auto show	February					●	2	
	Annual Penticton Mid-Winter Break Out	Penticton	Winter festival with ice sculpture, cross-country skiing, parade, contests	February				●		10 Well attended	
	Soroptimist Club Home Show	Penticton	Home trade show	February/ March					●	5	
	Naramata Community Choir	Penticton	Music event	March					●	1	
	Senior Interior Bonspiel	Kelowna	Curling spiel	March					●	3	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	Key *
					Inter-national	National	Provincial	Regional	Local		
	Ogopogo Mixed Bonspiel	Kelowna	Curling spiel	March					●	3	
	CPR Mixed Bonspiel	Penticton	Curling spiel	March					●	1	
	Associated Canadian Travellers/Commercial Travellers Bonspiel	Penticton	Curling spiel	March					●	3	
	Western Mixed Bonspiel	Penticton	Curling spiel	March					●	3	
	Okanagan Valley Music Festival	Kelowna	Music festival with woodwinds, brass & percussion; shared with Vernon	March					●	6	
	Kelowna Home & Sport Show	Kelowna	Trade show	April					●	4	
	Spring Craft Show	Summerland	Craft show	April/May					●		
	Wizzbang Association Reunion	Kelowna	Military pageant	May					●	2	
	Rutland May Day	Rutland, near Kelowna	Spring festival with parade, children's games	May					●	3	
	Competitive Trail Ride	Kelowna	Equestrian event	May					●	1	
	Associated Canadian Travellers Beer Stube	Penticton	Beer garden	May					●	1	
	Competitive Trail Ride	Penticton	Equestrian event	May					●	1	
	Labatt's Desert Classic Golf Tournament	Penticton	Golf tournament	May					●	2	
	Shrine Circus	Penticton	Circus	May					●	1	

TOURISM EVENTS - OKANAGAN SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	
					International	National	Provincial	Regional	Local		
	Black Mountain Rodeo	Rutland, near Kelowna	Local rodeo	May				●		2 Well attended	
	May Day	Peachland	Spring festival	May					●	1	
	Blossom Time Sailing Regatta	Kelowna	Sailing regatta on Okanagan Lake	May					●	2	
	Knox Mountain Hill Climb	Kelowna	Auto event	May				●		3 Well attended	
	Naramata May Day	Naramata	Spring festival	May					●	1	
	Raft Race	Kelowna	Raft race on Mission Creek & Okanagan Lake	May / June					●	1	
	Art Club Council Show	Summerland	Art show	June					●		
	B.C. Firefighters Slo-pitch Tournament	Kelowna	Sport event	June					●	4	
	Penticton Open	Penticton	Golf tournament	July					●	3	
	Folkfest	Kelowna	Local and provincial folk festival with dancing, singing, cultural & food display	July					●	2	
	Junior Horse Show	Summerland	Equestrian event	July					●		
	Ogopogo Golf Tournament	Kelowna	Sporting event	July				●			
	Kelowna Regatta	Kelowna	Regatta with sailing races, contests, bathtub race, aqua shows, midway, dancing and parade	July			●			5 Well attended	
	Summer School of The Arts	Penticton	Fine art,music, dance & theatre -summer school	July			●			20	
	Penticton Peach Festival	Penticton	Summer festival with parade, midway, water sports, pancake breakfast, beer gardens teen dance & disco	July / August			●			5 Well attended Parade attracts 50,000 to 60,000 viewers	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event: International	National	Provincial	Regional	Local	Attendance 2) / Length of Event (Days)	
	British Columbia Day	Peachland	Summer celebration with water games, ball games, beer garden & outdoor dinner	August					●	3	
	B.C. Square Dance Jamboree	Penticton	Square dance festival	August		●				6 Well attended 4000 participants& attendees	
	B.C. Summer Games	Kelowna	Rotating summer sport event with wide range of summer sports	August				●		4	
	B.C. Windsurfing Championships	Penticton	Sport competition	August				●		3	
	Mid-Summer Bonspiel	Penticton	Curling spiel	August					●	5	
	Summer Mixed Bonspiel	Penticton	Curling spiel	August					●		
	Summerland Days	Summerland	Summer festival with loggers show, swim race, sports, animal show, beer gardens & greased pole climb	August / September				●		2 Well attended	
	Competitive Trail Ride	Penticton	Equestrian event	September					●	1	
	Peachland Fall Fair	Peachland	Fall fair with baking, handicrafts	September					●	1	
	Summerland Fall Fair	Summerland	Fall fair with displays, bake sales, handicrafts	September					●	2	
	Vintage Car Swap Meet	Peachland	Vintage car show & "sale"	September				●		2	
	Harvest & Grape Fiesta	Penticton	Fall festival with agricultural & horticultural exhibits, wines, crafts	September					●	2 Well attended	
	Oktoberfest	Penticton	Ethnic festival with German music, food & Bavarian night	October					●	1 Well attended	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	
					International	National	Provincial	Regional	Local		
	Mixed Bonspiel	Penticton	Sporting event - curling	October					●	3	
	Rock & Gem Show, "Nature's Wonders"	Penticton	Hobby show	October					●	6	
	Sweet Adeline Annual Concert	Penticton	Music event	October					●	1	
	Ladies Open Bonspiel	Kelowna	Curling event	November					●	4	
	S. Okanagan Kennel Club Dog Exhibition	Penticton	Dog show	November					●	2	
	Mixed Senior Bonspiel	Kelowna	Curling spiel	November					●	3	
	Outdoor Adventure Show	Penticton	Sports trade show	November					●	4	
	Ladies' Open Bonspiel	Penticton	Curling spiel	November					●	3	
	Men's Open Bonspiel	Kelowna	Curling spiel	November					●	3	
	Rotary Carol Festival	Penticton	Music event	December					●	3	
	Seniors' Mixed Bonspiel	Penticton	Curling spiel	December					●	3	
Okanagan Highland	-	-	---	-	-	-	-	-	-	-	
Vaseux / Osoyoos Plateau	Easter Bunny Fundango	Osoyoos	Easter egg hunt	April					●	1	
	Pup Fiesta Ice Hockey Tournament	Osoyoos	Sporting event	April					●	4	
	Home Show & Trade Fair	Osoyoos	Trade show	April					●	3	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event[1)]	Location	Type of Event	Season	Class of Event					Attendance[2)]/ Length of Event (Days)	
					International	National	Provincial	Regional	Local		
	Golden Age Bowling Jamboree	Osoyoos	Indoor sporting event	April/May					●	10	
	Osoyoos Horse Shoe Club Annual Spring Fling Doubles Tournament	Osoyoos	Sport competition	May					●	2	
	Lake Osoyoos Sailing Club-Okanagan Sea Spray Meet	Osoyoos	Sailing event	May					●	1	
	Fairview Days	Oliver	Spring festival with horseshow, parade, arts & crafts, bingo, dancing & fireworks	May					●	4 Well attended	
	Hydroplane Races	Osoyoos	Hydroplane & speed boat race	May				●		2,+2	
	Canadian Wrist Wrestling Championships	Osoyoos	Contest with Canada & U.S.A. competitors	May				●		1	
	Bicycle Races	Osoyoos	Sporting event	May					●		
	Community Flea Market	Osoyoos	Market	June - September					●	4 separate days a month	
	Men's Open Golf Tournament	Osoyoos	Golf tournament	June					●	2	
	Ladies' Desert Invitational Golf Tournament	Osoyoos	Golf tournament	June					●	1	
	Osoyoos Lake Sailing Regatta	Osoyoos	Sailing regatta	June					●	2	
	Osoyoos Cherry Fiesta	Osoyoos	Summer blossom festival with parade, contests, bandstand show & sports; Canada Week celebrations	June / July				●		7	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2)/ Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
	Osoyoos Horse Shoe Open Singles Tournament	Osoyoos	Sport event	June/July					●	4	
	Arts & Crafts Show	Osoyoos	Crafts show	July					●	1	
	Invitational Soccer Tournament	Osoyoos	Sport competition	July					●	1	
	Lake Osoyoos Sailing Club Corn Feed & Sabot Slalom	Osoyoos	Sailing event	August					●	1	
	Lake Osoyoos Sailing Club Long Distance Sail	Osoyoos	Sailing event	August					●	1	
	Osoyoos Horse Shoe Club Fall Doubles Tournament	Osoyoos	Sport competition	September					●	2	
	Lake Osoyoos Sailing Club Mini Regatta	Osoyoos	Sailing event	September					●	1	
	Harvest Days	Oliver	Fall festival with fruit & vegetable stands & wine festival	October					●	1	
	Mainland Figure Skating Championships	Osoyoos	Skating competition	November					●	3	
Spallumcheen Valley	Annual Lumby Snofest	Lumby	Winter festival with dogsled competition, snogolf, hang-gliding, casino, pancake breakfast & fireworks	January					●	9	
	Funner Daze	Silver Star Mtn. near Vernon	Spring family festival	March					●	1 or 2	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2) / Length of Event (Days)	
					International	National	Provincial	Regional	Local		
	Head of the Lake Rodeo	10 km. north of Vernon on Hwy. 97	Rodeo	May				●		2 Well attended	
	Lumby Days' 80	Lumby	Summer festival with B.C. Interior Logging Championships, logging truck rodeo, stock car racing, chariot & chuckwagon races, & hang-gliding	June				●		2 Well attended	
	Lion's Bavarian Garden	Enderby	Beer garden with dancing & entertainment	July & August					●	1	
	International Baseball Tournament / Hockey School	Enderby	Sporting events & school	August				●			
	Kinsmen Armstrong Rodeo	Armstrong	Rodeo	August				●		2 Well attended	
	Interior Provincial Exhibition	Armstrong	Agricultural exhibition & grandstand show	September			●			4 Well attended	
	Legion Days	Enderby	Summer festival with pancake breakfast, parade, baseball games, beer gardens & dance	September					●	2	
Shuswap Highland	-	-	---	-	-	-	-	-	-	-	
Monashee Ranges	-	-	---	-	-	-	-	-	-	-	
Hozameen Range	Princeton Spring Fair	Princeton	Spring fair with exhibits and entertainment	May					●	1	
	Princeton Racing Days	Princeton	Racing events including thoroughbred horse racing, marathon foot face & raft race, parade	July				●		4 Well attended	

TOURISM EVENTS - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event					Attendance 2) / Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
	Music Festival	Princeton	Music competition	July					●	2-3	
	Princeton Fall Fair	Princeton	Fall fair	September					●	1	
Similkameen / Okanagan Range	Easter Sunday Rodeo & Beef BBQ	Cawston, near Keremeos	Local rodeo, and BBQ	March or April					●	1	
	Keremeos Elk's Rodeo	Keremeos	Rodeo with BBQ, beer garden and dance	May				●		2 Well attended	
	Similkameen All Indian Rodeo	Cawston, near Keremeos	Local rodeo	June/July				●		2 Well attended	
	Canada Day Festivities	Keremeos	Summer celebration with children's events, casino and dancing	June					●	2	

FOOTNOTES:

1) Sources:
- Funfest'80, Ministry of Tourism
- Calendar of Events: Spring/Summer 1980, Ministry of Tourism
- Calendar of Events: Fall/Winter 1979/80, Ministry of Tourism and Small Business
- Accommodation and Campground Directory, 1980, Ministry of Tourism
- Okanagan-Similkameen brochures

2) Okanagan-Similkameen Tourist Association, June 1980

TOURISM ATTRACTIONS - NATURAL FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
West Okanagan Plateau	Last Mountain	11 km. n.w. of Westbank	Alpine ski area with day/night skiing; 183 m. vertical drop	Winter				●		1978-79 = 35,000 skier days	
	Apex - Alpine	35 km. west of Penticton	Alpine ski area with 480 m. vertical drop	Winter			●			1977-78 = 65,330 1978-79 = 51,300 skier days	
	Brenda Mines	24 km. n.w. of Peachland	Tours of copper/molybdenum mines	Primarily July -Aug				●		1979 - May & June 690 students 920 ind. on organized tours 1979 - July & Aug 750 tourists	
	Numerous Fishing Lakes	Throughout W. Okanagan Plateau	Sport fishing for trout; boating; viewing, hiking opportunities nearby	Summer				●		Not applicable	
	Nickel Plate Park	26 km. s.w. of Penticton	105 ha. park, historical site of a nickel, gold, silver & copper mine with interesting geological features	Summer				●		Not available	
	Rockhounding	W. of Penticton & Kaleden	Rockhounding for agate and zeolite	Spring to Fall				●		Not applicable	
	Rockhounding	West of Vernon	Rockhounding for agate, Jasper and fluorite	Spring to Fall				●		Not applicable	
North Okanagan Valley	Sport Fishing	Vernon & area	Kalamalka, Okanagan & Swan Lakes, plus numerous small lakes	Spring to Fall				●		Not available	
	Cosen's Bay Park; Rattlesnake Point	Vernon	Hiking, viewing, unique dried bunch grass vegetation	Spring to Fall					●	Not available	
	Rockhounding	South of Vernon	Rockhounding for petrified wood	Spring to Fall					●	Not applicable	
	Kalamalka Lake	Vernon	Fishing, beaches, boating; provincial park	Summer					●	Prov. Park - 1978= 3,080 party days	

TOURISM ATTRACTIONS - NATURAL FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
South Okanagan Valley	Climate	Okanagan Valley	Warm, sunny summers, moderate winters	Year round	●					Not applicable	
	Giant's Head	Summerland	Local landmark & viewing place	Year round				●		Not applicable	
	Okanagan Lake	Summerland & Penticton	Fishing, boating, beaches, scenery, viewing	Spring to Fall			●			Not applicable	
	Orchards, Vineyards	Summerland	Viewing, sale of produce / products; tours	Spring to Fall			●			Not available	
	Deep Creek Waterfalls	Peachland	Waterfalls	Year round					●	Not applicable	
	Sport Fishing	Okanagan Valley & surrounding area	Okanagan Lake & numerous small lakes; Kamloops trout; Kokanee & fly fishing	Spring to Fall			●			Not available	
	Okanagan Mountain Provincial Park	Across Okanagan Lake(east side) from Peachland	Camping, beaches, anchorage, hiking, viewing	Spring to Fall				●		1978 = 202 party days	
	Munson Mountain Scenic Lookout	Near Penticton	Scenic lookout approached by automobile	Year round				●		Not applicable	
Okanagan Highland	Big White Ski Village	57 km. east of Kelowna	Alpine ski area with accommodation, restaurants, entertainment, 585 m. vertical drop	Winter	●					1977/78= 91,175 1978/79= 127,700 Skier Visits	
	Postill Lake Area	19 km. east of Kelowna	Cross-country ski area, 80 km. of marked trails, lodge, accommodation, ice fishing, snowmobiling; resort	Winter				●		Not available	
Vaseux / Osoyoos Plateau	Vaseux/Bighorn National Wildlife Area	Okanagan Falls	Federal migratory bird sanctuary noted for Canada Geese Trumpeter Swans, also California Big Horn Sheep herd & desert area(mule deer, reptiles)	Year round especially in Winter					●	Not available, no visitor facilities	

TOURISM ATTRACTIONS - NATURAL FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
	McIntyre Bluff & Canyon	South end of Vaseux Lake	Rock bluffs & canyon with Indian pictographs	Year round					●	Not applicable	
	Orchards and Vineyards	Oliver/Osoyoos area	Spring blossoms, tours, viewing, sale of produce	Spring, Summer, & Fall				●		Not applicable	
	Climate	Oliver/Osoyoos & surrounding area	Hot, dry summers and moderate winters	Year round		●				Not applicable	
	Fishing Lakes	Oliver/Osoyoos & surrounding areas	Tuc-Ul-Nuit, Bear, Madden, Blue, Richter, Kilpoola; fishing, boating, hiking, beaches	Spring - Fall				●		Not applicable	
	Osoyoos Lake	Osoyoos	Beaches, boating & other aquatic recreational activities,	Summer				●		Not applicable	
	Richter Pass Lookout	Osoyoos	Scenic lookout	Year round					●	Not applicable	
	Pocket Desert	2 km. n.e. of Osoyoos	Small desert unique in Can., with desert flora & fauna; viewing and hiking	Year round especially Summer			●			Not applicable	
	Spotted Lake	3 km. west of Osoyoos	Mineral lake unique to N. America - contains more known minerals than any body of water in N. America; viewing, hiking	Year round especially Summer			●			Not applicable	
	Anarchist Mountain Lookout	5 km. east of Osoyoos	708 m. elevation viewpoint on Hwy. 3, overlooking the Canada-U.S. border	Year round					●	Not applicable	
	Mt. Baldy	74 km. east of Osoyoos	Alpine ski area with 427 m. vertical drop	Nov. to mid April				●		1977/78 = 44,650 1978/79 = 13,300 Skier visits	
	Gold Panning & Rock Hounding	Near Okanagan Falls & Oliver	Minerals, semi-precious stones, fossil beds, viewing & hiking	Spring to Fall				●		Not applicable	

TOURISM ATTRACTIONS - NATURAL FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
Spallumcheen Valley	Fishing	Enderby	Sport fishing,for rainbow trout & salmon	Spring to Fall				●		Not available	
	Fishing	Lumby	Sport fishing, Echo, Mabel & Sugar Lakes	Spring to Fall				●		Not available	
	Silver Star Recreation Area	22 km. north-east of Vernon	Downhill & cross-country skiing, snowmobiling,hiking, viewing. 492 m.vertical drop	Winter (Nov -Apr) Summer		●				150,000 skier days 1978/79 season	
	Enderby Cliffs	Enderby	Hiking, viewing	Year round				●		Not available	
	Climate	Throughout the Valley	Warm, sunny summers & moderate winters	Year round esp.Spring to Fall			●			Not applicable	
	Waterfowl Viewing	Swan Lake & Lower Shuswap River	Waterfowl viewing especially Canadian Geese	Spring & Fall				●		Not applicable	
	Tillicum Valley	Vernon	Downhill skiing, day/night, 215 m. vertical drop, 32 km. of cross-country ski trails	Winter				●		1978/79 = 20,000 1979/80 = 12,000 Skier visits	
Shuswap Highland	Shuswap River	East of Lumby	Fishing, canoeing	Summer					●	Not applicable	
Monashee Range	Monashee Park	75 km. east of Vernon	Provincial mountain park with alpine areas, 7513 ha.	Summer					●	Not available	
Hozameen Range	Snowpatch Ski Area	8 km. from Princeton	Local alpine ski area with 122 m. vertical rise; 9.6 km of cross-country ski trails	Winter (mid-Dec. to March)					●	1979/80 = Approx. 8,000 - 10,000 Skier Days	
	Rockhounding	W.of Princeton, (esp.Vermilion Bluffs and McCormacks Flats)	Rockhounding for agates, petrified wood and fossils	Spring to Fall				●		Not applicable	
	Goldpanning	Tulameen River	Placer gold deposits	Spring to Fall				●		Not applicable	

TOURISM ATTRACTIONS - NATURAL FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
Similkameen / Okanagan Range	Cathedral Provincial Park	30 km. s.west of Keremeos	33,000 ha. wilderness mountain park with lakes, alpine meadows, interesting geological formations & some large mammal populations. Includes the Cathedral Lakes & Haystack Lakes Systems; hiking trails, wilderness campsites lodge & cabin accommodation	Year round especially Summer			●			1978 = 1773 visitor days + 2,110 visitor night	
	Keremeos Columns Park	5 km. n.e. of Keremeos	20 ha. park with interesting geological features; hiking, viewing	Year round especially Summer				●		Not applicable	
	Rockhounding	Near Keremeos	Rockhounding for jasper & shodonite	Spring to Fall				●		Not applicable	
	Rockhounding	S.of Princeton	Rockhounding for agate	Spring to Fall				●		Not applicable	
	Goldpanning	Similkameen River	Placer gold deposits	Spring to Fall				●		Not applicable	

Sources:

- Accommodation and Campground Directory, 1980, Ministry of Tourism.
- Calender of Events, Fall/Winter 1979/80, Ministry of Tourism and Small Business
- Numerous local and regional promotional brochures
- T.I.D.S.A., Sno-Engineering Inc, A Study of The British Columbia Ski Areas and Their Market Potential, 1979
- Parks and Outdoor Recreation Division, Parks Data Handbook 1979, May 1980
- Plus individual tourism operators

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
West Okanagan Plateau	Apex Aspen Ranch	20.8 km. west of Penticton	Mountain trial rides, day & overnight trail rides, hay-rides; cross-country skiing, hiking, night skiing	Summer & Winter				●			
	Last Mountain Chair Lift	11 km.west of Westbank	Chairlift ride for scenic viewing	Summer					●		
	Twin Lakes Golf Course	Kaleden- 24 km. southwest of Penticton	9-hole public golf course; cross-country & alpine ski trails, tobogganning & skating	Apr - Oct Skiing - Jan - Mar						1979 = 6,500 est. Green fees	
North Okanagan Valley	Polson Park	Vernon	Urban park with Chinese Tea House & Japanese Gardens; floral clock	Year round especially Summer					●	Not applicable	
	Vernon Golf & Country Club	Vernon	18-hole golf course	April to October					●	1979 = 5,500 green fees	
	Spallumcheen Golf & Tennis Club	5 miles north of Vernon	18-hole golf course and tennis court complex	March - October					●	1979 = 2,500 green fees est.	
	Vernon Little Theatre in Powerhouse Theatre	Vernon	Live theatre company presentations	Year round					●		
	Funny Fox Games & Dutch's Campgrounds	Near Vernon	Children's amusement area with Go-Karts, mini golf & rides; camping facilities	Summer					●	1979 = 20,000 estimated	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Topham Brown Art Gallery	Vernon	Permanent collection of paintings & sculpture	Year round				●		1979 = approx. 20,000	
	Adventureland	Between Winfield & Oyama on Hwy #97	2.02 ha. children's amusement park with giant slide, miniature golf, special ride and animated displays	May to mid Oct.				●		1979 = 40,000	
	Cruise Okanagan	Vernon & Kelowna	40 passenger cruise ship for full-day, part-day & charter cruises out of Vernon and Kelowna on Okanagan Lake	Mid May to August						1980 - 1st. year of operation	
	Vernon Racquet & Squash Court	Vernon	Racquetball courts	Year round					●	Not available	
	Vernon Board of Museum, Archives & Art Gallery	Vernon	Local history museum with Indian, natural history, & local pioneer material	Year round					●	1979 = 25,427	
South Okanagan Valley	Calona Wines Ltd.	Kelowna	Tour of winery;tasting,sales	June-Sept +by appt.				●			
	Sunshine Theatre	Kelowna	Professional summer theatre company operated in 900 seat community theatre	June - August				●			
	Kelowna Golf & Country Club	Kelowna	18 -hole golf course,private	Mar - Nov						1979 = 10,000 est. green fees;	
	Industrial Tours	Kelowna							●		
	Fairview Golf Course	Kelowna	Par 3 golf course						●		
	Mountain Shadows Golf Course	Kelowna	9 -hole golf course						●		
	Kelowna Centennial Museum & National Exhibit Centre	Kelowna	Local & natural history museum with Interior Salish Indian exhibits + 1861 rebuilt trading post; art gallery	Year round					●	Museum & N.E.C. 1979 = 38,000 Art Gallery 1979 = 10,000	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Gallaghers Canyon Golf Course	Kelowna	18-hole golf course					●		Opening 1980, projected 35-40,000	
	Jackson's Indian Museum	Kelowna	Private museum & Indian Arts & Crafts	Year round					●	1979 = 400 est. summer -Winter-N/A	
	Floating Bridge	Kelowna	Canada's largest floating bridge	Year round					●	Not applicable	
	The M.V. Fintry Queen	Kelowna	Dining & dancing cruise boat; originally lake ferry					●			
	Father Pandosy Mission	Kelowna	1859 Oblate Mission with 3 log buildings under restoration; farm machinery & early transportation equipment; guided tours	Year round				●		1979 = 3,000 est.	
	Flintstones Bedrock City	Kelowna	Theme park with cartoon characters & settings, rides; mini-golf	Easter to mid Oct.				●		Not available	
	Old MacDonald's Farm's Ltd.	Westbank	Children's theme park with live miniature domestic animals, petting areas, fish pond, picnic & concession areas, miniature golf; 24 ha; fruit stand	May to September				●		Not available	
	Golden Valley Wines	Westbank	Conducted winery tours	Year round				●		Not available	
	Aspen Grove Golf Course	Winfield	9 -hole golf course						●		
	Claremont Wines	Peachland	Winery tours & sampling, B.C. first cottage winery	Year round				●		1979 = 20,000 persons	
	Packing House Tours	Summerland & Peachland	Tours of local fruit packing houses	June - October				●		Not applicable	
	Fruit Cannery Tours	Summerland & Peachland	Tours of local fruit canneries	June - October				●		Not applicable	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Ponderosa Golf & Country Club	Peachland	9-hole golf course	Mar - Oct					●	1979 =	
	Agriculture Canada Research Station	Summerland	Experimental farm with ornamental gardens & picnic facilities; Trout Creek Bridge (1912 rail bridge)	Year round				●		1979 = 250,000 estimated	
	Summerland Sweets	Summerland	Tours of firm making fruit specialties (jam, syrups, candy)	July & August					●		
	Summerland Golf & Country Club	Summerland	9-hole golf course	Spring to Fall					●	Opened May 1980	
	Summerland Fish Hatchery	Summerland	Fish hatchery for rainbow, brook trout & Kokanee; tours and displays	Year round				●		1979 = 12,400	
	Sumac Ridge Golf Course	Summerland	9 -hole golf course						●		
	Summerland Museum	Summerland	Local history museum housed in the W. Summerland Station of the Kettle Valley Railway archives & photographic collection	Apr-Aug. by appt. in Winter					●	1979 = 2,000 approx.	
	Indian Pictograph Paintings	Naramata	Historic Indian rock paintings	Year round					●	Not applicable	
	Fruit Packing House Tours	Naramata	Tours of fruit packing plants	June - September					●		
	Manitou Park	Naramata	Local park	Year round					●		
	Naramata Museum	Naramata	Local history museum	Year round by appt.					●		
	Penticton Art Gallery	Penticton	Touring art exhibitions including fine arts & crafts	Year round					●	1979 = 9,700	
	Double '6' Trail Rides	Summerland	Mountain trail rides	Year round				●		Commencing May 1980	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
	Peach Bowl Convention Centre	Penticton	One of largest convention centres in western Canada, seats up to 6000 delegates	Year round esp. Spring & Fall		●				1978 = 23,500 delegates at 18 conventions	
	R.N. Atkinson Museum	Penticton	Regional history museum & archives with Interior Salish artifacts	Year round					●	1979 = 9,792	
	Okanagan Game Farm	Penticton	224 ha. game farm with 125 species of exotic animals; walk or drive around farm	Year round				●		1978 = 167,000	
	S.S. Sicamous	Penticton	Last of the Okanagan Sternwheelers; drydocked, restored 1935	Summer					●		
	Casabello Wines Ltd.	Penticton	Conducted tours of winery and sampling room	Year round				●		1978 = 19,000(tours June - Sept) 1979 = 30,714(tours June - Sept) + 60,000 unescorted	
	Heritage Building Tours	Penticton	Walking tour of heritage buildings including CPR Station, original courthouse & jail, Ellis Chapel & Tom Ellis Homestead site	Year round					●	Not applicable	
	Riverside Golf Course	Penticton	9-hole golf course & 18 hole mini-golf						●		
	Kettle Valley Railway	Penticton to McCulloch	Historic 1912/1914 rail line with long steep grades; tunnels, wooden tressel bridges canyons; currently abandoned & up for restoration	Year round especially Summer						Not applicable	
	Penticton Edible Dried Goods	Penticton	Manufacture dried fruit products, tours available	Year round					●	Not available	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Penticton Golf & Country Club	Penticton	18-hole golf course	Mar - Nov				●		1979 = 6200 green fees estimate	
	Pleasant Valley Par 3 Course	Penticton	9-hole golf course	Apr.- Oct.					●	1979 = 11,500 green fees est.	
	Totem Par 4 Course	Penticton	Executive Par 4, 9-hole golf course	April - end Oct.					●	1979 = 11,000 green fees est.	
	Pine Hills Golf & Country Club	Near Penticton	9 -hole golf course	Mar - Nov					●	1979 = 1,000 green fees estimate	
	Skaha Pitch & Putt	Penticton	Pitch & putt golf course						●		
	Interior Aviation Tours	Near Penticton	Air sightseeing tours						●		
	Circle M Ranch & Riding Academy	Penticton	Horse riding stable	Summer					●	1979 = 12,250 est.	
	Okanagan Amusement Park Inc.	Penticton, near Skaha Beach	Amusement park with go-carts, roller skating, train rides, giant slide	Summer					●	Not available	
	Scarborough Farm	Near Penticton	Horse rentals & trail rides	Year round					●	1979 = 5,500/yr.	
	L.A. Model Raceways	Penticton	Indoor raceway for radio controlled model race cars	Year round					●	Not available	
	Caesar's Court	Penticton	Racquet court facilities	Year round					●		
	Penticton Health & Racquet Club	Penticton	Racquet court facilities	Year round					●		
	Industrial Tours	Penticton	Tours of mobile & modular home plants	Year round					●		
	Penticton Raceways	Penticton							●		
	Sage Mesa	Penticton	-hole golf course						●		
Okanagan Highland	-	-	---	-	-	-	-	-	-	-	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)					Class of Feature						
Landscape Unit	Name of Feature	Location	Type of Feature	Season	Inter-national	National	Provincial	Regional	Local	Attendance	Key #
Vaseux / Osoyoos Plateau	Rene's Rock Shop & Cuvier Fossil Museum	Okanagan Falls	Specialty museum of fossils, minerals, orchids & rare tropical plants; precious gemstones	Year round					●		
	Mystery Village & Centennial Museum	Okanagan Falls	Theme park with 1906 "Old Basset" Homestead, museum, dinosaur playground, steam train tours, mini-golf and camping facilties	Summer					●		
	Grey Sage Wildlife Park	Okanagan Falls		Year round					●		
	Art in Taxidermy	Okanagan Falls	Native animal taxidermy displays	Year round					●		
	Dominion Astrophysical Observatory	White Lake, n. of Oliver	Guided tours of radio deep space observatory	Sundays, July & Aug			●				
	Fairview Townsite	3 km. west of Oliver	Historical site of gold rush community; view point						●	Not applicable	
	Cherry Grove Golf & Country Club	Oliver	9 -hole golf course					●			
	Fairview Mountain Golf Course	Oliver	9-hole golf course						●		
	Osoyoos Museum	Osoyoos	Local history museum with emphasis on Indian & natural history; ore samples; Victoriana	May to mid Sept.					●	July - Sept. 1979 = 4,000	
	Osoyoos Golf & Country Club	Osoyoos	9-hole golf course,private	Mid March - mid Oct.				●		1979 = 6,376 green fees	
	A Touch of Holland	Osoyoos	Replica of 1815 Holland windmill, guided tours, gift store	Year round					●		

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
	Desert Park	Osoyoos	Regulation track horse racing	June - August				●			
	Desert Gardens	Osoyoos	Botanical collection of cacti, agaves, aloes & other succulents plants, shop and hand crafts	Year round					●		
	Mount Kobau Observatory	N.W. of Osoyoos	Site of Queen Elizabeth Observatory	Year round			●			Not open to public, arrangements can be made in Victoria	
Spalumcheen Valley	Lumby Golf Course	Lumby	9-hole golf course						●		
	GrindrodGolf Course	Enderby	-hole golf course						●	Not available	
	Armstrong & Spallumcheen Memorial Park-Picnic Grounds	Armstrong	Local urban park with pools for wading, diving & swimming, tennis courts, picnic facilities, & gardens	Spring - Fall					●	Not applicable	
	Wildlife Taxidermy & Rock Museum	Between Armstrong & Vernon	Specialty private museum						●	Not available	
	Cheese Factories	Armstrong	Opportunities to buy local produce	Year round				●		Not applicable	
	Caravan Theatre	Armstrong	Live theatre company based near Armstrong which travels by "Clydesdale caravan" from community to community	Summer				●			
	O'Keefe Ranch	16 km. from Vernon	Historical pioneer ranch settlement with ranch buildings, loghouse& St. Ann's Catholic Church(1867); complete furnishings & equipment	April - October						1978=approx.20,000 1979 = 30,000 1980/81 expect 40,000	
	Tillicum Valley Alpine Slide	10 km. east of Vernon	Twin 2500' alpine slide at Tillicum Recreation area; also features executive golf course, driving range & mini-golf	Daily, summer & weekends Spring & Fall				●		1st. year operation 1979=approx. 50,000 visitors = 100,000 rides	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
Shuswap Highland	-	-	---	-	-	-	-	-	-	-	
Monashee Ranges	-	-	---	-	-	-	-	-	-	-	
Hozameen Range	Castle Park	N.W. of Princeton, Allison Valley	Theme park with "CPR" train ride, coal mine ruins, nature area, gold panning, live stage show & camping. Site of 1908 coal mine development	Summer					●		
	Princeton & District Pioneer Museum	Princeton	Local history museum with household goods; period rooms; Indian & Chinese collection	July & Aug & by appt. in Winter					●		
	Princeton Golf & Country Club	Princeton	9 - hole golf course								
	Copper Mountain Mine	Granite Creek, near Princeton	Copper mine	Summer					●		
	Old Cement Plant	Princeton		Summer					●		
	Indian Rock Painting	Princeton	Petrographs	Year round					●		
	Ghost Town of Granite City	Coalmont	Abandonned coal mining settlement	Year round especially Summer				●			
Similkameen / Okanagan Range	Keremeos Museum	Keremeos	Local history museum with Northwest Mounted Police displays; pioneer items, housed in restored gaol-house	Summer					●	1979 = 850 persons	
	Newmont Copper Mine	South of Princeton	Tours of copper mine	Summer					●		

TOURISM ATTRACTIONS - MAN-MADE FEATURES - OKANAGAN-SIMILKAMEEN TOURISM REGION - 1980 (CONT)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Fruit Packing Plant	Keremeos	Industrial tours	June-Sept.					●		
	Keremeos Grist Mill	Keremeos	Century old grist mill, site under restoration						●		
	Stand Rock	8 km. west of Keremeos	Indian historical landmark with pictographs	Year round					●	Not applicable	
	"Red Bridge"	3 km. west of Keremeos	1907 covered bridge, still in use	Year round					●	Not applicable	

SOURCES:

- Accommodation and Campground Directory, 1980, Ministry of Tourism.
- Calendar of Events, Fall/Winter 1979/80, Ministry of Tourism and Small Business.
- Numerous local and regional promotional brochures.

APPENDIX 4

EVALUATION MATRIX - CRITERIA FOR RANKING

The following criteria has been developed and tested for use in evaluating characteristics and features within the landscape/planning units for their tourism potential. As noted there are four (4) categories (rankings) that can be applied to each feature according to the assessment of the resource. The descriptions of each ranking are as follows:

3. High quality and/or abundance of the resource that has strong capability to interest or attract tourists or to support tourism development.

2. Moderate quality and/or quantity of the resource (notable but not exceptional) that has the capability to interest or attract tourists or to support tourism development.

1. Average to low quality and/or quantity of the resource that has little capability to interest or attract other than local tourists or with low capability to support tourism development.

0. Resources are negligible or absent.

APPENDIX 5

REGIONAL AND LOCAL POLICY STATEMENTS RELATED TO TOURISM

The following are excerpts from the major regional and local planning documents now in effect in the Okanagan-Similkameen Tourism Region. These excerpts illustrate the current positions that local governments have taken with regard to tourism development and related topics such as recreation, scenic vistas and waterfront development as in Kelowna and Penticton. These statements are necessary for an appreciation of local concerns and some of the planning controls which could affect implementation.

A. Regional Plan 1976-1981, Regional District of North Okanagan, March 1976

PART II.
OBJECTIVES

1. To preserve and enhance the unique natural characteristics of the Regional District

This region of the southern interior contains a diversity of natural beauty within a small area. In it are lakes and streams, mountains, hills and valleys, and forest areas and open spaces. These natural features are visible and accessible and exert a strong positive influence in the lifestyle of the residents.

At the same time these features are in a delicate natural balance which may be easily upset through human influence. Lakes and streams are subject to pollution and depredation, forest land may be spoiled by intensive cutting and fire, and hillsides may be scarred by random urban development.

It is considered that the attractiveness of the area is a strong factor for the continued presence of the residents, that it is imperative to preserve the attractive natural features, and to make them visible and accessible.

2. To set aside lands for recreational purposes that will accommodate a broad range of needs for the present and future.

It is recognized that the regional district contains a wide variety of lands suitable for outdoor recreation. These vary from lakes and streams to alpine meadows and mountain peaks and are utilized for a diversity of year round activities.

In view of the expected increases in leisure time and disposable income it is important to retain land with outdoor recreation potential.

PART III.
LAND USE AND DEVELOPMENT POLICIES

8. Recreational Lands:

Purpose: To set aside lands for public recreation use in recognition of the need for a variety of outdoor recreation areas for the health, welfare and well-being of man and for the preservation of flora and fauna, and historical and geological features.

Definition: Recreational lands are lands that are suitable for public parks, recreation and conservation uses and include organized activities as well as passive unorganized outdoor recreation such as walking, swimming, fishing and winter use. Included within these lands are areas for recreational and wilderness trails, and recreational roadways, as well as those containing flora and fauna, and historical and geological features.

Principles of Development:

1. In the consideration of recreational areas allowances shall be made for the following:
   a) The increased demand for recreational land and water occurring through increase in population and leisure time.
   b) The need for a variety of recreational facilities varying in intensity of use and in type from local to regional facilities.
   c) The type and quality of recreational capability and the area of the site under consideration, and the distribution of other recreational sites.
   d) The standard of maintenance and supervision required.
   e) The conflict with other prime land use capabilities.
   f) The need for preservation of areas such as wildlife habitats, unique natural areas, sensitive ecological areas, and geological and historical features.

. . . . .

B. Shuswap River Study, Regional District of North Okanagan, Planning Dept., no date - early 1970's

SECTION FIVE: PROPOSALS AND RECOMMENDATIONS
A. REGIONAL THEMES
1. Land Use, Growth and Development

PROBLEMS

2) The tourist industry is placing increasingly heavier demands on the area's parks, beaches, water courses, roads, social services, and municipal services.

RECOMMENDATIONS

It is recommended that:

1) Growth be planned so as to achieve maximum compatability between social, economic, and environmental goals. That is, future development should be economically and socially efficient in the use of the area's resources so as to provide a continued high quality of life, continued employment opportunities, and expanding recreation and social opportunities for the area population.
2) Industrial and residential growth not be permitted in agricultural areas, subsequently, agriculture should be encouraged and maintained for not only does the agricultural use of land provide food stuffs and a sound economic base but it also provides green space, open space, and an aesthetically pleasing landscape.

2. Conservation of the Environment

PROBLEMS

1) Growth is leading to deteriorating water quality in all of the developed areas in the region. There is a danger that because this deterioration has been slow and gradual, subtle quantitative changes in the ecology of the river system may cause almost irreversible qualitative changes in water quality.
3) There is a danger of destroying the deer wintering ranges in the region through land uses competing for the forage resource on these ranges.
4) There is potential environmental damage from all-terrain vehicles, motorcycles, and snowmobiles in the wilderness areas of Shuswap region.
5) Excessive river bank development is threatening to destroy the aesthetic quality of the Shuswap River as well as damanging wildlife habitats and increasing the possibiblity of unnatural erosion.
6) Despite the establishment of four ecological reserves in the study area there is the danger of many ecologically sensitive alpine areas being destroyed by destructive agriculture, forestry, and recreation uses.
7) Past environmentally destructive logging practices (road building, clearcut logging) are responsible for the depleted fish runs in the creeks in the Shuswap area.
8) Harassment of domestic animals and wildlife by hunters continues to be a problem in the Shuswap study area.
9) B.C. Hydro right-of-ways for power lines are prime habitats for ungulates. However, easy access to these areas might result in hunters depleting an already depopulated ungulate population in the Shuswap study area.

RECOMMENDATIONS

It is recommended that:

1) The conservation and preservation of certain areas (e.g. the Woodward Creek Deer Wintering Area) be incorporated into the long-range planning goals of the Regional District.
2) That the Regional District of North Okanagan limit river bank development on the Shuswap River in order to protect the aesthetic quality of the river as well as prevent stream bank erosion and further damage of the sensitive wildlife habitat along the river.

3) The Regional District of North Okanagan encourage and assist in the implementation of the Recreational Corridors legislation which would complement recommendation three.

3. Outdoor Recreation and Open Space

PROBLEMS

1) There is a shortage of developed beaches, parks and access points to waterways, as well as trails and other recreational areas in the region.
3) The road to Mabel Lake Park is sub-standard and recreationalists must share its use with logging trucks.
4) Legal access to the Enderby Cliffs, as well as various other crown recreational areas is unavailable as both trails and the road pass through private property.
5) There is a lack of public information with regards to the location and availability of outdoor recreation opportunities.
6) There is little provision for public input into the planning and development of outdoor recreation facilities in the area.
7) There is inadequate marking and sign posting of hiking, cross-country ski trails, and cycle routes in the region.
8) The canoeing potential on the Shuswap River and associated lakes is hindered by poor portage routes, snags and sleepers, and access problems.

RECOMMENDATIONS

It is recommended that:

1) Participation in the outdoors be encouraged by strategically providing recreational opportunities designed to stimulate participation.
2) The Regional District of North Okanagan maintain contact with the B.C. Parks Branch, and the B.C. Forest Service concerning park and recreational development and that a comprehensive outdoor recreation plan be prepared for the Shuswap area that would include:
    a) extensive citizen participation in the planning process (i.e. outdoors groups, fish and game clubs)
    b) the concept of recreational zoning whereby only certain activities would be allowed in designated areas, other activities allowed elsewhere, etc.
    c) the designation of certain roads, highways, rivers and trails as recreational corridors as outlined in the proposed Recreational Corridors Act.
    d) the purchase of easements for trail access into recreational areas that can only be reached by passing through private property.
    e) the provision of recreational areas for all user groups (e.g. cyclists, hikers, snowmobilers).
3) An outdoor recreation advisory committee be established in the Shuswap area that would consist of representatives from incorporated user groups of the outdoors and would provide public input into outdoor recration planning.
4) A Shuswap River canoe and community park system be established as outlined in Appendix Three.
5) The Regional District of North Okanagan recreation department apply for an L.I.P. grant or similar government assistance to construct, maintain, and mark hiking and cross-country ski trails in the Region.
6) The Regional District of North Okanagan provide more information to the public with regard to the location and availability of outdoor recreation opportunities.
7) That all public access points to the river be cleared and well marked for public use.

B. SUB-REGIONAL CONCERNS

2. The Cherryville Area

RECOMMENDATIONS

5) The Regional District of North Okanagan initiate, along with other regional districts in the Okanagan region and the two senior governments, a comprehensive study of the tourist industry with focus on:
    a) tourist dollars retained in the Okanagan area.
    b) the social and environmental impact of tourism.
    c) the impact of tourism on social and municipal service costs.
8) The Regional District of North Okanagan recognize the fact that the Shuswap River Basin is not an isolated island and therefore press for the establishment of a Thompson-Shuswap Water Basin Board that would monitor and co-ordinate industrial, recreational, and agricultural developments throughout the entire Thompson Basin.

5. The Kingfisher - Wap - Hunter's Range Area

RECOMMENDATIONS

It is recommended that:

1) If the Trans Canada Highway is re-routed through the Kingfisher Valley it should be constructed as a scenic highway, following the contours of the land. In addition strict land use controls should be imposed adjacent to the highway so that commercial development does not detract from the semi-wilderness atmosphere of the area.

6. Middle Shuswap - North Mabel Lake

RECOMMENDATIONS

It is recommended that:

2) The Regional District of North Okanagan and the B.C. Parks Branch establish riverside parks in the Skookumchuk area of the river and near the Ashton Creek bridge. (See Appendix III - Shuswap River Canoe Facilities and Park Proposal Report.)
4) The Regional District of North Okanagan request that the Ministry of Transport construct a safety boom above the Skookumchuk Rapids so as to prevent water craft from entering the Rapids from upstream. This has been a problem in the past as many boaters and canoeists have been saved from entering the Rapids from the quick actions of local residents.
5) If the Recrational Corridor Act is established the Shuswap River from Mabel Lake to Enderby be designated a recreational river.
6) That a hiking trail be constructed to Fall Creek Falls from the Enderby Mabel Lake Road as, at present, few hiking trails exist in this area.

8. Lower Shuswap

RECOMMENDATIONS

It is recommended that:

3) Public access to the Enderby Cliffs be secured by establishing regional trails as provided for under the Regional Parks Act (see map of Cliffs). The establishment of public easements across private property is necessary because both trails pass over farm land and damage to fences, crops, and livestock is possible. These trails could be patterned along the lines of the British Footpath System meaning that the location of the trail be along fence lines or property lines so that there is a minimum of conflict between the hiker and the farmer.

C. Comprehensive Park Plan: Regional District of North Okanagan, Parks & Recreation Department, Regional District of North Okanagan, November 1976

Major Recommendations:

6. In the development of parks concerning the entire region, for example: beaches, access to lakes and rivers, etc., convenient auto access to these places is a must.
7. As gasoline prices continue to climb and the cost of a "deluxe family vacation" is out of the realm of most families the demand on local park facilities will become much greater. The Regional Board should act quickly to acquire and develop: water access for activities like canoeing, hiking trails, walkways, bike routes, and perhaps an overnight family camp.

Specific Recommendations:
RECOMMENDATIONS FOR THE WHITE VALLEY PARKS & RECREATION DISTRICT (not necessarily in order of priority)

- Provision of public access to Shuswap River.
- Development of the Provincial Park Reserve at Shuswap Falls.

RECOMMENDATIONS FOR THE FORTUNE PARKS & RECREATION DISTRICT (not necessarily in order of priority)

- Access to Shuswap River suitably developed and maintained to enable the public to utilize them.
- Classify the area of the Enderby Cliffs and Reeves Lake as a park reserve.
- Provide public access to the Enderby Cliffs.
- Development of a greenbelt protection strip on both sides of Falls Creek from the Shuswap River to the Falls - possible regional trail route.
- Development of public access to Provincial Park Reserve on Rosemond Lake.
- Acquire and develop park along the Skookumchuk Rapids.

D. Plan - Vernon: A Community Plan, prepared by Stanley Associates Engineering Ltd., June 1979

SECTION IV: TOURISM

TOURISM
Within the Study Area, the tourist industry makes a significant economic contribution which is expected to increase considerably in the future. By 1980 the Okanagan Basin Study anticipates approximately one million tourists within the Okanagan Region, an estimated 22% of whom will spend their time in the Vernon area. This means Vernon may receive in the order of 200,00 - 250,000 tourists annually by 1980, providing a total economic value in the order of 10 million dollars.

From all indications, it appears that the tourist industry in Vernon, in the form of visitor numbers, could nearly double in the next five to eight years. Consequently it is important that Vernon decide exactly what role the tourist industry should play within the community. It is possible that tourism could, if so desired, become the major economic and employment factor in the Vernon area. The potential for growth exists and active promotion in terms of facilities designed specifically for tourism could encourage a high rate of tourist visitation. It is also possible, however, that rapid growth of the tourist industry may contribute to deterioration of community resources, and diminish the quality of life for the permanent residents.

Therefore rational objectives for the role of tourism within the Vernon area must be defined, so that optimum benefit can accrue to the community as a whole.

Objectives

1. To protect and preserve the environmental qualities of the area.
2. To maintain desirable levels of tourist activity which are compatible with the needs and wishes of the community.
3. Encouragement of a diversified tourist industry which will increase year round use of facilities.

Principles

1. Recreational use patterns of the resident population should be examined and projected in order to assess levels of demand.
2. Study and analysis of tourist activities and attractions and potential areas of conflict between tourist and resident demands, should be undertaken.
3. Careful management of the available water based recreational areas should be assured.
4. The City should ensure co-ordination of policies regarding expansion of the tourist industry with the development policies of the region.
5. Encouragement of tourist industries which provide employment opportunities, particularly for the unskilled segment of the labour force, should be undertaken.

Summary

The tourist industry presently is a significant factor in the economy of the Study Area, and is expected to increase in volume and dollar value in the future. This potential growth makes it important that Vernon determine the role of the tourist industry in order to most effectively realize the economic value of tourism while maintaining a desirable quality of life the the permanent community.

E. Official Regional Plan By-Law No. 124 and Ammendments. Regional District of Central Okanagan, Consolidated Version, January 22, 1979

WHEREAS a regional plan for the Regional District of Central Okanagan has been prepared in keeping with the following principles agreed to by the Regional Board viz.,

2. The Regional Plan will conserve and maintain the most desirable features of the environment by protecting it against undesirable and conflicting development.
3. The Regional Plan must provide both present and future residents of the region with a wide range of opportunity and choice in living environments, housing, employment, community services and the use of leisure time.

WHEREAS the regional plan for the Regional District of Central Okanagan is intended to assist the Regional Board in attaining its agreed objectives by providing for:

6. Preservation of both natural and man-made features which are among the cultural and aesthetic resources of the Region through planning and living in harmony with both nature and our heritage.

Schedule B: Regional Land Use Policies and Regulations
5. RECREATION

(1) Description
(a) These areas range from beaches and streams to small mountain lakes and sub-alpine meadows. In total they provide a wide range of opportunity and experience in out-door activities. Both the private and public sectors participate in the operation and development of recreation areas.

(ii) **Permitted Uses**

(a) Public parks and trails
(b) Public campgrounds
(c) Private campgrounds
(d) Skiing resorts
(e) Hunting and fishing
(f) Beach resorts
(g) Golf courses
(h) Riding stables
(i) Marinas
(j) Sports club facilities
(k) Uses permitted in Conservation Areas
(l) Rural Commercial facilites in accordance with Section 1, Sub-Section (ii), Clause (d)
(m) Essential services such as fire halls, utility installations and works required by a public authority, public utility or private utility. (No. 15 - January 22, 1979)

Subject to local zoning and subdivision by-laws and Senior Government Regulations.

6. CONSERVATION

(i) Description

(a) These areas include habitats essential for the breeding and rearing of fish and waterfowl, and areas for the protection and stabilization of stream banks and beds in order to maintain and/or improve water quality and quantity. Compatible public recreational uses may be permitted in some conservation areas.

(ii) Permitted Uses (among others include)

(b) Public parks and trails
(c) Nature study reserves
(d) Ecological reserves
(e) Installations necessary for the improvement and management of fish and wildlife habitats
(f) Accessory uses required by and incidental to the above

F. City of Kelowna Resolution (Policy) Community Plan, September 23,1975

WHEREAS Council deems it necessary to have a Community Plan as the basis of policy in regulating the use of land and the pattern of subdivision of land within the boundaries of the City of Kelowna.

NOW THEREFORE be it resolved:

19. THAT one or more comprehensive motel villages be established, gaining access from an interior road system which intersects Highway #97 at a controlled point and that any development along Highways #97 and #33 not be allowed direct access to these highways.

G. Kelowna Development Plan: Preliminary, City of Kelowna, May 1979

2. GOALS

The goals enunciated here describe, in very general terms, the quality of life being sought for the people of Kelowna. From these goals, policies are developed and it is against these policies that future actions will be measured. The goals are as follows:

2. To provide for and encourage orderly economic development which meets the demands of the population.
4. To preserve and enhance the local characteristics and resources of the land.

6. INDUSTRIAL - COMMERCIAL DEVELOPMENT

The existing commercial-industrial structure of the community has evolved to satisfy specific needs of the population. For instance, the Central Business District serves as the primary location of major office, hotel and entertainment development . . . . In order to preserve and enhance the commercial-industrial structure of the community and ensure viable commercial and industrial areas which satisfy the needs of the community and the activity, the following policies have been developed.

6.A. COMMERCIAL STRUCTURE

POLICY #21. Major government office and cultural uses are to be restricted to locating within the Central Business District.

POLICY #24. New service commercial, major recreational commercial, sales lot commercial and highway-oriented motel land uses are to be restricted to locating within the Highway #97 Corridor, as shown on Map 12, south of the intersection of Highway #97 and Leathead Road in specified areas which are defined on the basis of a nodular rather than strip development pattern, which minimize direct access to Highway #97 and which do not pose conflicts with industrial uses*.

POLICY #25. Commercial development adjacent to the Airport is to be limited to that necessary to meet the needs of air passengers.

H. Kelowna Waterfront: Development Proposal, Executive Summary Revised June 1978, Prepared for the City of Kelowna and Canadian National Railways, Prepared by Thompson, Berwick, Pratt and Partners

1.0 EXECUTIVE SUMMARY
1.2 RECOMMENDATIONS

2. THAT THE REDEVELOPMENT OF THE WATERFRONT BE DESIGNED TO REINFORCE THE EXISTING DOWNTOWN CORE.
Traditionally, the lake was important to the economy of the City for transportation and for the delivery of goods. Over the years, the need to rely on the lake has diminished with the development of improved road, rail and air travel. As a result, the continued development of Kelowna has turned its back on the lake and moved inland. Increased activity on the waterfront will attract people to the area, and the proximity of the site will stimulate activity in the existing downtown core. Facilities such as a theatre, courthouse, city hall, hotel, etc., will be required. Housing and commercial development will also be initiated. A variety of functions will positively contribute to the attraction of the site and should be accommodated in the development plan.

3. THAT THE REDEVELOPMENT OF THE WATERFRONT BE DESIGNED TO DEVELOP THE LAKE AS A FOCUS FOR THE CITY.
The project area should be designed to take advantage of Kelown's unique setting on the shore of Okanagan Lake. A greater focus can be created by reinforcing the aspect of the water and by increasing the visual access to the lake. The project area should be designed to be attractive and inviting.

4. THAT THE DEVELOPMENT OF THE WATERFRONT BE DESIGNED TO CREATE A REGIONAL ATTRACTION BY PROMOTING A VARIETY OF ACTIVITIES ON THE WATERFRONT AND THE SITE.
In the past, waterfront activities were a major part of living in Kelowna. In fact, the annual Regatta was a regional attraction that drew competitors and spectators from miles around. Unfortunately, the importance of the lake as a source of recreation and leisure time activity has diminished. An effort should be made to re-establish the waterfront as an activity centre for the people of Kelowna and the surrounding region.

4.0 DEVELOPMENT PLAN

The "Blueprint for Development" presents the design concepts for the development plan in terms of its bulk, height, density and land use, including configuration, facilities location and content requirements.

"BLUEPRINT FOR DEVELOPMENT" - a description

The "Blueprint for Development" proposes to strengthen the downtown and to create a place on the waterfront for the people of Kelowna.

A major public attractions would be the new park located midway along a waterfront promenade which would extend from the existing City Park to Manhattan Point. It would provide a setting near the lake for a special multi-purpose structure for the Regatta, Snowfest and other civic events. Facilities along the lake would include a public wharf, a marina, restaurants and boat rentals.

A prestigious hotel would form an anchor for year-round activities. It would be located south of the park and adjacent to the lake. It would provide cafes, restaurants, cabaret, lounges, and banquet and convention facilities. The hotel waterfront would be completely public with public marina support facilities and the waterfront promenade.

Across Water Street opposite the hotel a "Specialty Shopping Village"* is proposed. It would include boutique shops for distinctive handicrafts, jewellery, exotic plants and imported textiles, specialty restaurants, galleries, haute coiffures and professional offices. Towards the downtown, the shopping setting gradually transforms into an attractive civic area. The development of theatre facilities, an art centre and gallery, a courthouse and civic offices would be located in this vicinity.

. . . . .

I. North Lakeshore Neighbourhood Plan, City of Kelowna, March 14, 1980 - DRAFT

6. FUTURE LAND USE

6.1 LAND USE CONCEPT

RECOMMENDATION #1. THE NORTH LAKESHORE NEIGHBOURHOOD BE DEVELOPED ON THE CONCEPT OF A MIXED RESIDENTIAL-TOURIST COMMERCIAL AREA WHERE TOURIST COMMERCIAL USES, SPECIFICALLY MOTEL DEVELOPMENT, ARE LOCATED AND DEVELOPED SO AS TO MINIMIZE THEIR IMPACT ON RESIDENTIAL LAND USES.

In the formulation of future land use, consideration was first given to the land use concept under which a neighbourhood would develop. This strategy was of particular applicability to the North Lakeshore neighbourhood given the heterogeneity of present land uses as well as its location with the City. The North Lakeshore neighbourhood lies within a subarea of the City which is extremely diverse in terms of land use, containing specialized retail commercial uses, tourist commercial uses, varying types of residential development, as well as institutional uses. . . . .

In assessing the potential direction of future development in the North Lakeshore neighbourhood, two distinct directions were identified: (1) the future land use pattern of the neighbourhood could be totally oriented to residential land uses with the gradual redevelopment of existing tourist commercial uses to residential uses; and (2) the future land use pattern of the neighbourhood could be totally or substantially oriented to the establishment of a tourist commercial strip along Lakeshore with motels, campgrounds and other related ancilliary uses. In the adoption of an overall land use strategy, the following considerations were taken into account:

. . . .

ii. the significance of tourism to the local economy. Included was an assessment of the capabilities of lands in the City to satisfy the locational requirements of various tourist activities.

. . . .

The above considerations indicate that while a primarily residential land use would be most appropriate from the residents' perspective, substantial tourist commercial uses (specifically, motel development) are most appropriate from a community-wide perspective. However, tourism plays a significant role in the local economy, and will, if so encouraged, continue to do so in the future. The neighbourhood has certain characteristics attractive to tourists and unavailable elsewhere in the community (such as proximity to the lake and commercial uses) and tourist-oriented land uses, many of which are high quality, are presently existent in the neighbourhood. Thus, it is undesirable in terms of community-wide interests for the land use pattern of the neighbourhood to be primarily oriented to residential land uses. At the same time, however, it is undesirable to develop the area totally as tourist-commercial as tourist-commercial uses have the potential of substantially detracting from the capacity of Lakeshore Road, particularly during the peak tourist season, and incurring overuse of existing parkland and beach facilities. It is suggested the community-wide and local resident objectives can best be satisfied by providing for both and by locating tourist-commercial uses in the area so as to minimize their impact on residential land use.

J. Resort Cottage Development Memorandum: A policy concerning their location, design and size, Regional District of Okanagan-Similkameen, August 16, 1972

Objective: To accommodate the existing and growing demand for second home living in rural areas endowed with scenic beauty and/or outdoor recreation attractions, without desecrating the environment by polluting the air, water, land and serenity and/or destroying the attraction of the areas (i.e. rural character, natural beauty, wildlife) and without creating a public liability for present and/or future populations of the region.

Resort Cottage Development is a subdivision designed to create lots intended for short-term and/or non-permanent habitation for the purpose of recreation and/or seclusion.

Locational criteria for resort cottage developments:

. . .

C. Characteristics of site to be conducive for second home development because of:
  (i) scenic, natural and vegetation qualities and/or man-made features and attributes;
  (ii) adequate water supply where deemed necessary;
  (iii) good drainage, absorption and percolation qualities of soil;
  (iv) relative isolation.

Criteria for size, density and preservation of the rural character for resort cottage development:

A. Resort cottage development to be curtailed in size to avoid the need for urban type commercial activities and services. Suggested population potential of each resort cottage area to be not more than 300 dwelling units (approx. 1000 people).

. . . .

Criteria for the preservation of the recreational character:

A. Preservation of the recreational character of the area by way of:
  (i) relating number of use units (i.e. cottages, trailers, parking spaces) within 660 ft. from high water mark of lakes, to surface areas of lakes. . . . .
  (ii) 50% of the perimeter of lakes, rivers and major streams (extending 660 ft. from high water mark) to remain in rural or public recreation use with half of the above area, suited for recreational use because of having useful and good quality frontage, to be dedicated to public use.
  (iii) Where the topography of the land adjacent to the waterfronts is such that:
    (a) subdivisions can be created at a greater depth than a single row of parcels that is 150' or more, the parcels intended for resort cottage sites shall be laid out so that as many parcels as possible are sited between the water and the main roadway within the plan of subdivision by way of spine roads . . . .
    (b) subdivisions can be created at a depth of not more than a single row of parcels fronting upon the water area, the plan of subdivision shall be laid out so that the access road will be at the rear of the parcels, that is not adjacent to the water course.
  (iv) An extensive trail system for recreational walking and/or bridle paths (fitting with the site characteristics) shall be incorporated in all resort cottage layouts.

B. Limitation and control of commercial and industrial activities within 660 ft. to water courses by way of requirement of land use contracts for the pursuance of these land use activities.

Criteria to prevent public liability for present and future populations of the region:

. . . .

B. To control the number of new Resort Cottage parcels created at any one time due regard shall be given to:

1. the number of Resort Cottage lots in a new Resort Cottage Development shall be related to the actual demonstrated demand for-and rate of improvement of-Resort Cottage lots within the entire region.
2. additional Resort Cottage lots in any existing Resort Cottage Development shall only be permitted when 50% of the previously permitted lots have become developed and improved lots.

K. Technical Supplement to Penticton's Community & Settlement Plan, The Regional District of Okanagan-Similkameen, December 1979

PART III PUBLIC INTEREST

2. Civic Development Committee Questionnaire

In 1975, when preparing the map "City of Penticton Community Plan", the Civic Development Committee circulated a questionnaire within the community. . . .

The economy of the area should be balanced by the introduction of industry rather than by further promoting tourism; . . .

It is noted that the latter remarks stem from a survey taken within the city some three years ago. However, the general concerns reflect the public opinion detected by the Okanagan Basin Study, and may therefore be considered generally representative of the SPA as well.

PART IV LAND ALLOCATION PROPOSALS FOR PRINCIPAL LAND USES

2. Land Requirements for Commercial Development

(3) Tourist Accommodation Sector

(i) Assuming a medium rate of growth of 2 percent per year in accommodation needs and assuming that the tourist accommodation stock meets the present demands, the combined total of additional hotel rooms and motel units for the 1978 to 1991 period would be .32 x (262 + 1,745) = 645 units.

Converting this to area requirements and assuming a floor area to site area ratio of 1:5, the total hotel/motel site area requirements would be close to 22 acres (8.9 ha).

(ii) The additional number of tent and trailer spaces and site area requirements assuming a space to site ratio of 1:20 would be $\frac{.32 \times 1058 \times 100 \times 20}{43,560}$ = approximately 15 acres (6.1 ha).

"THE CENTRAL AREA OF PENTICTON"

"LAKESHORE CENTRE"

The Proposal

1. The Hotel

A hotel on the Penticton lakefront has excellent possibilities for creating a visual focus in central Penticton. Main Street is itself the pivotal axis for the City and will have the hotel at its terminus. Taller than surrounding buildings and trees, it sould present a distinctive shape to the surrounding areas, in the tradition of the great railway hotels of Canada. The hotel may also contribute to the liveliness of the lakeshore, as hotel guests are attracted into the park and into adjacent commercial areas. The existence of a hotel on the lakefront is a major reason for proposing commercial expansion of the downtown in the same direction. It should contribute a significant number of potential customers to restaurants, movies, bars and shops.

A hotel in a park must also respect the public perogative to the highest quality outdoor experience. To prevent the building from overlooking park-goers, and disturbing privacy, the grounds surrounding the hotel should be heavily treed. Cars should be neither seen not heard from the public areas.

2. The Railway

The abandoned railway right-of-way is also a direct, visual axis to a hotel site, and so provides a splendid opportunity for a long, framed view of the hotel and park. A visual corridor should be present on the right-of-way and consideration should be given to using it as a linear park, terminating at the Peach Bowl and Convention Centre. The two facilities, already linked in purpose, would then be accessible to each other by a quick leafy walk.

3. Front Street

Front Street is proposed as the central feature for a major regional activity centre in another section of this Plan. It forms a vital link between the existing downtown and the lakeshore. . . .

Implementation:

There is immediate potential in Penticton for some of the tourist-oriented facilities proposed in this Lakeshore concept. . . .

Character:

. . . . Lakeshore Centre would be tourist-oriented in the tradition of waterfront parks like Tivoli in Copenhagen, Ontario Place in Toronto, Pike Street Market in Seattle, Fisherman's Wharf in San Francisco, Scheveningen in the Netherlands. But it will have a flavour unique to the Okanagan, a carnival atmosphere with low buildings, a mesh of pedestrian passageways, and the water always in view. . . . .

"MAIN STREET ENVIRONMENT"

Main:

. . .

Main as the rural-urban strip linking two lakes is the essential Penticton. It therefore deserves attention. While few will argue with its important function, few will defend its beauty; and in a city which relies heavily on the tourist trade this is an important factor.

REQUIREMENTS FOR PARKS AND PLAYGROUNDS

(ii) Water Based Recreation

. . . . the Okanagan Basin Study, in their projection of visitor holidays for the Penticton Sub-Region from 1970 to 2000, forecasted a total increase from an estimated 1.3 million visitor days to 2.3 to 2.7 million visitor days, or an annual growth of about 2 percent.

The Basin Study moreover estimated that summer holiday visitors spent 60 percent of their time on beaches.

As to beach days, the projections are a total increase from 1.2 million to 2.2-2.6 million between 1970 and 2000 giving an annual percentage increase from 2.0 to 2.6.

The Table below provides detailed information on the projected increase in beach days for Penticton.
(From 1,224,900 in 1970 to 2,203,800 - 1,502,400 in 2000)

The Lakeshore

. . .

The total shoreline for Public Recreation and Public Access in the Penticton area is 13,460 linear feet (4,103 meters) which according to the Okanagan Basin Agreement is adequate to meet present demands.

The Okanagan Basin Study indicated however that by 1991 an additional 9,000 linear feet (2,743 meters) may be required for Public Beach area and two additional boat ramps for the Penticton Region, which takes in the area from Summerland to Vaseaux Lake. Assuming that one-half of the requirements be needed within the study area, some 4,500 linear feet (1,372 meters) of beach area and one additonal boat ramp are needed.

Since the Okanagan Basin Study, the City has developed some 1,000 linear feet of beach area between Rotary Park and Ellis Creek, upgraded the Okanagan Lake Marina and opened up an additional 1,000 linear feet (305 meters) at the Marina. The recommendations in the Basin Study are for continued beach development towards the Marina and at the northeast corner of Skaha Lake, with a possible additional boat ramp at Skaha Lake as sport fishing improves. Also shoreline reclamation may be needed to meet the projected beach area demand.

PART VII - RECOMMENDATIONS AND POLICIES
2. OBJECTIVES AND POLICIES
SECTION D - COMMERCIAL
PLANNING OBJECTIVE NO. 5

To enhance and encourage functional, viable, convenient and attractive commercial areas such as the Central Business District, regional - and neighbourhood - commercial zones and protect prime commercial sites for commercial use.

DEVELOPMENT POLICIES
(d) (i) Tourist Commercial including Commercial Amusement

Tourist Commercial areas meeting the projected short-term accommodation-service-and recreational-needs of visitors are provided for in the Central Business District, in areas related to the arterial road network and in other locations desirable because of proximity to recreation-convention-facilities and/or airport terminal. To secure flexibility in design and visually attractive development in keeping with promoting the City as a Competitive Tourist Centre, development permit area designation will be provided for along major arterials and lakeshores.

(ii) Tourist Commercial - Sales Lots

The Tourist Commercial - Sales Lots designations recognize the existing mix of auto-oriented land uses of motels, service stations, drive-in restaurants and interim uses like sales lots for automobiles, recreation vehicles and mobile homes. As some uses are of an interim nature and are situated along the main through-route in order to secure visually attractive development and protect the more permanent uses, development permit area designation will be provided for along the through-routes.

(e) Tourist Commercial - Residential
Tourist Commercial - Residential areas catering to resort condominiums or holiday apartments are limited to areas meeting the location criteria of Tourist Commercial and may provide for structures of which:

(i) the height shall not exceed
  (1) six storeys or the height of an adjacent Multiple Dwelling District, whichever is the lesser, when in the Central Business District, and
  (2) three storeys when outside the Central Business District

(ii) the density-and amenity- standards of the prevailing Multiple Dwelling District are adhered to.

L. Technical Supplement To Oliver's Community & Settlement Plan, Regional District of Okanagan-Similkameen, March 1980

PART III CITIZEN'S ASPIRATIONS
1. Postal Questionnaire

In March 1978, 2200 questionnaires were mailed to residents of the Oliver area, including the rural areas to the north and south of the Village.

. . .

In terms of local economy, respondents generally favoured growth. New light industries and businesses that would create new jobs were favoured. However, only a slight majority favoured growth in the size of the community, and in the tourist business. It seems that while job opportunities are welcome, people are hesitant about encouraging an influx of new residents or tourists.

. . .

PART V LAND ALLOCATION PROPOSALS FOR PRINCIPAL LAND USES
2. Land Requirements for Commercial Development
   (3) The projection for additional space provision for TOURIST ACCOMMODATION is taken to be directly related to projected percentage increase in visitor days from 1978 to 1991 of 46 percent or 80 units. Relating this to the existing acreage of Tourist Commercial of 25 acres, or 10 ha, as shown in Table 1 of Section 1 of PART I, an additional 4 ha (10 acres) are required for the study period. Considering the existing locational distribution, it is projected that 10 percent or 0.4 ha or one (1) acre may be oriented to the Central Business District.

4. Requirements for Parks and Playgrounds
(ii) Water Based Recreation

As mentioned in Section 2, dealing with commercial land allocation, the Okanagan Basin Study in their projection of visitor days for the Oliver-Osoyoos Sub-Region from 1970 to 2000 forecasted an annual growth from 3 to 3.4 percent or from an estimated 490,000 visitor days to 800-850,000 visitor days.

The Basin Study moreover estimated that 70 percent of the visitors were summer holiday visitors who spent 60 percent of their time on beaches.

As to beach days, the projections are a total increase from 371,100 to 649-759,200 between 1970 and 2000 giving an annual percentage increase from 1.9 to 2.4.

The total increase in beach days consists of an increase in beach day by:
(1) visitors from 198,100 to 347-437,100 or an annual percentage increase from 2.0 to 2.7 and
(2) residents from 173,000 to 292-322,100 or an annual percentage increase from 1.8 to 2.1.

. . . it is of considerable importance that particular attention be devoted to the shoreline of Tugulnuit Lake and its use.

. . .

It is therefore recommended that:
(1) the undeveloped public access points be developed and properly posted and an attempt made to widen these accesses to a more usable public lake frontage.
(2) . . . lake frontage . . . be acquired as public park.

PART VII RECOMMENDATIONS AND POLICIES
RESIDENTIAL - DEVELOPMENT POLICIES

(e) Tourist Commercial - Residential

Tourist Commercial - Residential areas catering to resort condominiums or holiday apartments having structures to three storey maximum height, and meeting the density and amenity standards of the three storey Multiple Dwelling Districts are well-related to the major road network, sewerage system, central business district and are sites with specific topographic characteristics, i.e: the three storey structures will not block the view of dwellings in other housing districts.

COMMERCIAL - DEVELOPMENT POLICIES

To meet existing and projected commercial needs associated with the Market - Tourist - Service - function of the Village, the Plan provides for:

(a) General Commercial
(b) Local Commercial
(c) Tourist Commercial, and
(d) Heavy Commercial

(d) Tourist Commercial including Commercial Amusement

Tourist Commercial facilities meeting the projected short-term accommodation-service-and recreational-needs of visitors are provided, aside from, as indicated under General Commercial in the Central Business District, in areas related to the arterial road network and in other locations desirable because of proximity to recreational resources.

To secure flexibility in design and visually attractive development in keeping with promoting Oliver as a Competitive Tourist Centre, development permit area designation may be considered along the through-routes.

(e) Tourist Commercial - Residential

Resort Condominiums are provided for as described under Section (e) of the Residential Development Policies.

M. Technical Supplement to Osoyoos' Community & Settlement Plan, The Regional District of Okanagan-Similkameen, February 15, 1980

PART III CITIZENS ASPIRATIONS

1. Postal Questionnaire

In June 1975 some 1,200 questionnaires were sent by mail to the householders of the Osoyoos Sub-Region.

. . .

(ii) About half of the repondents would like to see the population of the town and area remain at the present level; in other words, did not subscribe to a policy of promoting growth.

(iii) This reservation about growth reflected itself in that 54 percent were also opposed to tourist commercial development and to policies for attracting industrial development to the Osoyoos area.

. . .

PART VIII LAND REQUIREMENTS FOR INDUSTRIAL DEVELOPMENT

2. Land Requirements for Commercial Development

. . .

Notwithstanding the expressed reservation to Tourist Commercial by 54 percent of the repondents to the public questionnaire, it is anticipated that Osoyoos will continue to attract an increased number of tourists in years ahead because of climate and setting, unless the Okanagan Water Basin Board will be unsuccessful in maintaining the water quality of the Okanagan Lakes.

The Okanagan Basin Study, in its projections "Visitor Days in the Okanagan-- 1970-2020", projects for the time span 1974-1991 of the Community Plan, an increase in visitor days for the Oliver-Osoyoos area from 63 percent to 73 percent or from an estimated 490,000 visitor days to 801,300 and 845,650 visitor days respectively.

Because of the assumption of the continuation of attracting an increasing number of tourists over the forecast period and realizing that serviced urban land has in the last few years "increased in price considerably", a standard of 10 acres of commercial land per 1,000 people is adopted for projection purposes.

Applying this standard to the forecast increase of some 2,300 people,an additional 23 acres of commercial land will be required.

N. Objectives and Policies of Osoyoos' Community & Settlement Plan, - DRAFT, Regional District of Okanagan-Similkameen, -- no date.

RESIDENTIAL - POLICIES

(c) Medium Density Residential

(5) Tourist Commercial - Residential areas catering to resort condominiums or holiday apartments having structures to three storey maximum height, and meeting the density and amenity standards of the three storey Multiple Dwelling Districts are well-related to the major road network, sewerage system, central business district and are sites with specific topographic characteristics, i.e: the three storey structures will not block the view of dwellings in other housing districts.

COMMERCIAL - POLICIES

To meet existing and projected commercial needs associated with the Market-Tourist-Service function of the Village, the Plan provides for:

a) General Commercial
b) Local Commercial
c) Tourist Commercial, and
d) Highway Commercial

(d) Tourist Commercial including Commercial Amusement

Tourist Commercial areas meeting projected short-term accommodation-service and recreational-needs of visitors are provided for in the Central Business District, in areas related to the arterial road network and in other locations desirable because of proximity to recreational resources.

Resort condominiums are provided for as described under the heading - Tourist Commercial-Residental, Section C Residential.

To secure flexibility in design and visually attractive development in keeping with promoting Osoyoos as a competitive tourist centre, development permit designation may be considered.

ADMINISTRATIVE-CULTURAL-INSTITUTIONAL AND RECREATIONAL USES

OBJECTIVE NO. 7

To maintain, secure and provide within the ability and capacity of Osoyoos and area, cultural and recreational opportunities, services and facilities, meeting the present and future needs of Osoyoos' residents and visitors.

O. Technical Supplement to Keremeos Community & Settlement Plan, The Regional District of Okanagan-Similkameen, February 6, 1980

PART V LAND ALLOCATION PROPOSALS FOR PRINCIPAL LAND USES

2. Land Requirements for Commercial Development
   (3) Tourist Accommodation Sector

The projection for additional space provision for tourist accommodation is taken to:

(i) be directly related to the projected percentage increase in visitor days from 1978 to 1991 of 40 percent, and
(ii) assume that the existing motels will be able to absorb one-quarter of the increase in visitors accommodation requirements from 1978 to 1991 --

the projected additional number of motel/hotel units based on the above assumptions, would be .3 x 73 = 20 units. Relating this to the density of motel development prevalent in the Keremeos Sub-Regional Study Area of 10 units per acre, an additional 2 acres will be required for the study period. Applying the same procedure to campsites, an additional 1.5 acres will be needed for campsite - trailer uses.

(d) Distribution of additional Retail and Service Commercial Area Requirements

. . .

As campsites are generally of an interim nature and are permitted as a conditional use within the Agricultural Land Reserve and when possible, are related to streams or other water bodies, no attempt will be made to designate a specific site. It is recommended that when an application is made for such use, it be dealt with on an individual basis and on its own merit giving due recognition to established and prospective neighbouring land uses.

4. REQUIREMENTS FOR PARKS AND PLAYGROUNDS

. . .

Further, the three acre site that is being acquired by the Ministry of Lands, Parks and Housing as Heritage Park for the Grist Mill and the Hudsons Bay Trading Post is a special type of Park, catering not only to Keremeos Sub-Regional Population but also to people near and far. Therefore its acreage provision should not be considered when examining the community park needs.

P. Technical Supplement to Princeton's Community and Settlement Plan, The Regional District of Okanagan-Similkameen, April 1980

PART III CITIZEN'S ASPIRATIONS

1. Postal Questionnaire

. . . at the sametime though, four-fifths of the people liked to see continued growth especially if growth could be tied to a more diversified economy, supported by secondary industry . . .

Respondents further indicated a desire for scheduled airline service for Princeton's Airport.

PART V LAND ALLOCATION PROPOSALS FOR PRINCIPAL LAND USES

2. Land Requirements for Commercial Development
   (3) Tourist Accommodation Sector

The projection for additional space provision for tourist accommodation is taken to be directly related to projected percentage increase in visitor days from 1978 to 1991 of 40 percent or 100 units. Relating this directly to the existing acreage of Tourist Commercial of 11.3 ha (28 acres) for Hotels/Motels as shown in Table 1, Page 9 of Section 1 of PART I, it is estimated that an additional 4 ha (10 acres) are required in this category for the study period. As about 25 percent of the existing hotels/motels are located in the downtown area, it is projected that about 1 ha (2.5 acres) may be oriented to the Central Business District.

Assuming the same growth in camping sites, it is estimated that an additional 60 campsites may be required, and that all of those, occupying some 2 ha (5 acres) will be located outside the urbanized area.

PART VII OBJECTIVES AND POLICIES OF PRINCETON'S COMMUNITY & SETTLEMENT PLAN

RESIDENTIAL - DEVELOPMENT POLICIES

(e) Tourist Commercial - Residential

Tourist Commercial - Residential areas catering to resort condominiums or holiday apartments having structures to three storey maximum height, and meeting the density and amenity standards of the three storey Multiple Dwelling Districts are well-related to the major road network, sewerage system, central business district and are sites with specific topographic characteristics, ie: the three story structures will not block the view of dwellings in other housing districts.

COMMERCIAL - DEVELOPMENT POLICIES

(d) Tourist Commercial including Automotive Service and Commercial Amusement

Tourist Commercial facilities meeting the projected short-term accommodation - service - and recfeational - needs of visitors are provided, aside from, as indicated under General Commercial in the Central Business District, in areas related to the arterial road network and in other locations desirable because of proximity to recreational resources.

To secure flexibility in design and visually attractive development in keeping with promoting Princeton as a Competitive Tourist Centre, development permit area designation may be considered along the through-routes.

(e) Tourist Commercial - Residental

Resort condominiums are provided for as described under Section (e) of the Residential Development Policies.

ADMINISTRATIVE, CULTURAL, INSTITUTIONAL AND RECREATIONAL

PLANNING OBJECTIVE NO. 7

TO MAINTAIN, SECURE AND PROVIDE WITHIN THE ABILITY AND CAPACITY OF PRINCETON AND AREA CULTURAL AND RECREATIONAL OPPORTUNITIES, SERVICES AND FACILITIES, MEETING THE PRESENT AND FUTURE NEEDS OF PRINCETON'S RESIDENTS AND VISITORS.

POOR

QUALITY

ORIGINAL